

Reckoning * Reshaping * Rebuilding

#njnpconf

2020 New Jersey Non-Profit *Virtual* Conference **December 2 & 3, 2020**

New Jersey's largest annual gathering of non-profit leaders and allies

Sponsorship Opportunities

Non-profit organizations make up a vital sector that improves life for everyone. Non-profits are also an integral part of the **economic well-being** of our state and nation. New Jersey non-profits:

- **Employ 324,000 people** which is nearly 10% of the state's private workforce -- more than construction, finance, insurance, and many other large commercial industries
- **Spend over \$42 billion annually** – much of it within the Garden State
- Marshal the energies and talents of **1.6 million volunteers** every year

The Center's annual statewide conference will take place online this year, enabling us to reach exponentially more people than ever before. Our 2019 conference sold out with 650 non-profit decision-makers and champions and was widely praised for its breadth and content, while featuring internationally recognized speakers as well as experts in a variety of fields pertinent to non-profit operations. This year's event will continue to be promoted broadly through direct mail and electronic outreach to over 4,800 organizations as well as via media outlets, the Center's website, social media, and other applicable venues.

Conference sponsorship offers wide exposure to non-profit, business and philanthropic leaders, policy makers, service providers, and the public. Equally important, our conference provides vital support to strengthen New Jersey's non-profit community throughout the year.

Since its founding in 1982, the Center for Non-Profits has been, and remains, New Jersey's **only** umbrella organization for all charities in the State. We provide public education and advocacy to address the collective needs of non-profits; management and compliance guidance, workshops and publications to help non-profits strengthen their operations; and cost-saving programs and member services to help non-profits stretch scarce resources. The Center gives non-profits the information and tools they need to pursue **their** missions more effectively, strengthening non-profits as individual organizations and as a community.

Please see our innovative sponsorship opportunities and learn how you can be at the forefront of the Center's conference this year.

The Center for Non-Profits welcomes and appreciates donations and sponsorships consistent with our mission. To sign on as a sponsor online, visit <https://njnonprofits.wufoo.com/forms/2020-nj-nonprofit-conference-sponsorship/>. For more information, contact Susan Merrill O'Connor (susan@njnonprofits.org) or Linda Czipo (lczipo@njnonprofits.org)

★ Sponsorship Opportunities for 2020 New Jersey Non-Profit *Virtual* Conference December 2 and 3, 2020

Champion Sponsor: \$20,000 (limit 1)

- 3-minute speaking opportunity before plenary audience during morning or afternoon portion of conference (can be prerecorded)
- A digital sponsor badge to display on your website or other online platforms
- Opportunity to create a 30-second video spot that gives a non-profit how-to, celebrates a non-profit's work, or inspires the community that will be played twice during prominent times during the conference
- Exclusive content of your choice in one post-event email from Sponsor to be sent by Center
- Sponsor spotlight email before the event
- Exhibit opportunity includes listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Exhibitors" passport incentive for all attendees
- Opportunity to include a *giveaway* in Digital Swag Bag
- Name mention opportunities specific to conference app
- Prominent placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event including promotional and informational materials, eblasts, redistributed emails from New Jersey non-profit service and other umbrella agencies, post-event materials, social media mentions (16,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or list-serves that reach non-profit organizations
- Eight complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

Leader Sponsor: \$15,000 (limit 3) - Only 2 remaining

- 2-minute speaking opportunity for all attendees during the conference (can be prerecorded)
- A digital sponsor badge to display on your website or other online platforms
- Opportunity to create a 30-second video spot that gives a non-profit how-to, celebrates a non-profit's work, or inspires the community that will be played once during each day of the conference
- Sponsor spotlight email before the event
- Exhibit opportunity includes listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Exhibitors" passport incentive for all attendees
- Opportunity to include a *giveaway* in Digital Swag Bag
- Name mention opportunities specific to conference app
- Prominent placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event including promotional and informational materials, eblasts, redistributed emails from New Jersey non-profit service and other umbrella agencies, post-event materials, social media mentions (16,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or list-serves that reach non-profit organizations
- Four complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

Patron Sponsor: \$10,000 (limit 6)

- 2-minute speaking opportunity to introduce a track of two workshops (can be prerecorded)
- A digital sponsor badge to display on your website or other online platforms
- Opportunity to create a 30-second video spot that gives a non-profit how-to, celebrates a non-profit's work, or inspires the community that will be played during the conference
- Prominent placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event including promotional and informational materials, eblasts, redistributed emails from New Jersey non-profit service and other umbrella agencies, post-event materials,

social media mentions (16,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or list-serves that reach non-profit organizations

- Opportunity to include a *giveaway* in Digital Swag Bag
- Four complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

Advocate Sponsor: \$5,000 (limit 18)

- 1-minute speaking opportunity to introduce a workshop (can be prerecorded)
- A digital sponsor badge to display on your website or other online platforms
- Opportunity to create a 30-second video spot that gives a non-profit how-to, celebrates a non-profit's work, or inspires the community that will be played during the conference
- Prominent placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event including promotional and informational materials, eblasts, redistributed emails from New Jersey non-profit service and other umbrella agencies, post-event materials, social media mentions (16,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or list-serves that reach non-profit organizations
- Opportunity to include a *giveaway* in Digital Swag Bag
- Four complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

Supporter Sponsorships: \$3,500

- A digital sponsor badge to display on your website or other online platforms
- Placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event including promotional and informational materials, eblasts, redistributed emails from New Jersey non-profit service and other umbrella agencies, post-event materials, social media mentions (16,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or list-serves that reach non-profit organizations
- Opportunity to include a *giveaway* in Digital Swag Bag
- Two complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice


Scholarship Sponsorships: \$1,000

- Each sponsorship underwrites 10 conference admissions for non-profit attendees
 - Additional scholarships can be underwritten for \$500 for 5 admissions
- A digital sponsor badge to display on your website or other online platforms
- Placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event including promotional and informational materials, eblasts, redistributed emails from New Jersey non-profit service and other umbrella agencies, post-event materials, social media mentions (16,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or list-serves that reach non-profit organizations
- Two complimentary admissions to conference

★ Additional sponsorship opportunities and combinations are available.
[Contact us to learn more.](#)

★ Sponsorships at a Glance

Please view the full descriptions for additional details.

	Champion Sponsor	Leader Sponsor	Patron Sponsor	Advocate Sponsor	Supporter Sponsor	Scholarship Sponsor
3-minute speaking opportunity before plenary audience	★					
2-minute speaking opportunity for all attendees		★				
2-minute speaking opportunity to introduce a workshop track			★			
1-minute speaking opportunity to introduce a workshop				★		
Digital sponsor badge for your website	★	★	★	★	★	★
Digital Swag Bag inclusion opportunity	★	★	★	★	★	
Virtual Exhibit Table	★	★				
Opportunity to create a 30-second video spot	★	★	★	★		
Message in post-event email from Center	★					
Pre-conference sponsor spotlight email	★	★				
Name mention opportunities specific to conference app	★	★				
Name/Logo Recognition	★	★	★	★	★	★
Complimentary conference admissions	★	★	★	★	★	★
Underwriting of conference admissions						★
Reckoning ★ Reshaping ★ Rebuilding						

★ **Additional sponsorship opportunities and combinations are available.**
[Contact us to learn more.](#)

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