



## #njnpconf **POWER IN NUMBERS**

2017 NJ NON-PROFIT CONFERENCE  
WEDNESDAY, DECEMBER 6, 2017  
THE PALACE at SOMERSET PARK



[www.njnonprofits.org/Conf2017Main.html](http://www.njnonprofits.org/Conf2017Main.html)

### *Sponsorship Opportunities*

New Jersey non-profit organizations are at the forefront of making our communities, state and nation better, stronger places to live and work. For decades – and in some cases centuries – non-profits have saved and prolonged lives, educated children and adults, trained workers, healed the sick, helped cure disease, protected our environment, provided spiritual comfort and enrichment, informed and enlightened, and helped fuel our economy. The impact of the work of non-profits is significant, broad and enduring.

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

- **Employ 314,000 people** – nearly 10% of the state's private workforce and more than construction, finance, insurance and many other large commercial industries.
- **Spend over \$38 billion annually** – much of it within the Garden State.
- Marshal the energies and talents of **1.5 million volunteers** every year.

There's no doubt that our policy, legal, and philanthropic landscapes are shifting. Organizations that are prepared to navigate change and transition – whether unexpected or purposefully planned - will be better equipped to influence change and adapt as needed. Including stakeholders of all stripes, using effective communications for change, and forging strong and diverse partnerships are just a few of the strategies needed for strength, impact and sustainability. The conference will cover a wide range of topics that non-profit organizations must face, individually and collectively, in order to remain strong for the future.

The Center's annual statewide conference combines inspiring and thought-provoking plenary sessions with concurrent breakout sessions that offer a wide array of "big picture" and hands-on topics relevant to facing today's issues and tomorrow's challenges, with easily applied "take-aways" for participants. Join us for a stimulating day of thought-provoking presentations, hands-on workshops and unique opportunities for insightful networking/dialogue among leading thinkers and champions of the non-profit community.

**Sponsorship** makes this learning and networking opportunity accessible to a broad range of non-profit staff, volunteers and allies, and offers the sponsor wide exposure to non-profits, business and philanthropic leaders, policy makers, service providers, and the public. Equally important, our conference provides vital support to the Center's programming to strengthen New Jersey's non-profit community throughout the year.

*Our 2016 conference, attended by nearly 500 people and widely praised for its breadth and content, featured internationally recognized speakers as well as experts in a variety of fields pertinent to non-profit operations. The conference was promoted broadly through direct mail and electronic outreach to over 4,500 organizations as well as in the mass media, the Center's website, social media and multiple other venues. We expect our 2017 conference attendance to top 500 non-profit decision-makers and champions.*

#### **About the Center for Non-Profits**

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.

**Let's work together to forge a strong future for New Jersey's non-profits.**

### ***A sampling of praise from prior conferences:***

In post-conference evaluations, participants have consistently rated our statewide conference an average 4.2 or higher out of five on overall content, value and satisfaction. 98% of last year's evaluation respondents said they would recommend the conference to their colleagues. Sample comments from past conferences:

*"Applause!! Bravo!! One of the best, or perhaps the best, conference that I have ever attended. Wow."*

*"Excellent, excellent!! I can't wait to implement some of these ideas."*

*"...Speakers [were] interesting, dynamic and thought provoking."*

*"I was pleased with the balance between patting ourselves on the back and pointing out where we [non-profits] need to do better as a sector."*

*"You hit the ball out of the park."*

*"Well organized theme - workshop topics quite relevant and timely."*

*"It was an excellent experience - hearing from knowledgeable and experienced people and networking like mad."*

*"Another thing that I thought was amazing is the diversity of your speakers and presenters. WELL DONE. It did not go unnoticed."*

*"Love the opportunity to network, great energy!"*

*"Used this conference as a staff development day for a new team."*

*"The team at the Center for Non-Profits does a wonderful job setting up this event. Friendly, organized and passionate group of folks. We've attended the conference now for 3 years and every year we seem to enjoy it more and more."*

*"Perfect!"*

*"This day is something I look forward to all year. I always learn something valuable, and the camaraderie is always refreshing and rejuvenating."*

**To see highlights of our 2016 conference including agenda, speakers and sponsors, visit [www.njnonprofits.org/Conf2016Main.html](http://www.njnonprofits.org/Conf2016Main.html)**

For more information about the Center for Non-Profits, our 2017 New Jersey Non-Profit Conference or non-profit issues in general, contact Linda Czipo, President & CEO, at 732-227-0800 or [lczipo@njnonprofits.org](mailto:lczipo@njnonprofits.org).

# Sponsorship Levels

Detailed descriptions of sponsor benefits appear in the next pages.

Sponsor Benefits Summary	Champion \$25,000	Opening Plenary \$15,000 <b>SOLD OUT</b>	Lunch \$15,000	Reception \$8,000	Media Partner In-kind \$10-15K	Workshop \$6,000	Site <b>SOLD OUT</b>	Graphics/ Printing Sponsor <b>SOLD OUT</b>	Tote Bag \$4,000 <b>SOLD OUT</b>	Transportation call to action <b>SOLD OUT</b>	Partner \$3,000	Teammate \$1,500	Scholarship Supporter \$1350 per 10
Banner displayed in plenary room	✓												
Speaking opportunity	✓ <i>Plenary</i>			✓ <i>Reception</i>		✓ <i>Workshop</i>							
Promo item on lunch tables	✓												
Promo item in event packet	✓	✓	✓										
Name or logo in email blasts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Name or logo on room signage	✓ <i>Plenary</i>	✓ <i>Breakfast</i>	✓ <i>Lunch</i>	✓ <i>Reception</i>		✓ <i>Workshop</i>							
Name or logo in press releases	✓	✓	✓	✓	✓	✓	✓	✓					
Name or logo on earth friendly tote bag	✓								✓				
Listing in packet, brochure, post-event materials	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Logo</i>	✓ <i>Name</i>
Logo and link on Center website and post-event materials	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibit Table	✓ <i>Preferred placement</i>	✓	✓				✓	✓ <i>Preferred placement</i>					
Conference admissions	8	6	6	4	4	4	4	4	4	2	4	2	2 per 10 scholarships

**Customized sponsorship packages also available.** For more information, contact Linda Czipo at 732-227-0800 or email [lczipo@njnonprofits.org](mailto:lczipo@njnonprofits.org).

**2017 New Jersey Non-Profit Conference  
December 6, 2017**

**Sponsorship Opportunities**

**Champion Sponsor: \$25,000 (1)**

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,000+, posted online on Center's website and distributed at programs, speaking engagements, and other Center events
  - 3-5 email blasts to over 4,000 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Media releases to over 40 media outlets in New Jersey, New York City and Philadelphia
  - Multiple postings on the Center's website and at least 10 other websites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
  - Meeting packet and other primary materials
- **EXCLUSIVE!** Corporate banner in plenary ballroom for duration of conference
- **EXCLUSIVE!** Speaking opportunity before plenary audience of 300+ (5 minutes) during welcome or luncheon portion of conference, as agreed mutually by sponsor and the Center
- **EXCLUSIVE!** Opportunity for placement of brochure, "giveaway" or other promotional item at lunch table place settings
- **EXCLUSIVE!** Name and logo as champion sponsor on main conference sign
- **EXCLUSIVE!** Inclusion of name/logo on conference tote
- One **preferred placement** exhibit table at conference
- Handout or promotional item in conference packet for all attendees
- Eight complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice
- Acknowledgments link/logo on Center website and on post-event materials

**Opening Plenary Sponsor: \$15,000 (1)** **SOLD OUT**

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,500+, posted online on Center's website and distributed at programs, speaking engagements, and other Center events
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Media releases to over 40 media outlets in New Jersey, New York City and Philadelphia
  - Multiple postings on the Center's website and at least 10 websites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
  - Meeting packet and other primary materials
- **EXCLUSIVE!** Name and logo as opening plenary sponsor on signage in ballroom during conference opening proceedings and plenary address
- One exhibit table at conference
- Handout or promotional item in conference packet for all attendees
- Four complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice
- Acknowledgments link/logo on Center website and on post-event materials

## Luncheon Sponsor: \$15,000 (I)

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Media releases to over 40 media outlets in New Jersey, New York City and Philadelphia
  - Multiple postings on the Center's website and at least 10 websites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
  - Acknowledgment link/logo on Center website and on post-event materials
  - Meeting packet and other primary materials
- **EXCLUSIVE!** Name and logo as luncheon sponsor on signage in plenary ballroom during conference lunch
- One exhibit table at conference
- Handout or promotional item in conference packet for all attendees
- Four complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice
- Acknowledgments link/logo on Center website and on post-event materials

## Reception Sponsor: \$8,000 (Co-sponsorship with other supporters can also be explored.)

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Media releases to over 40 media outlets in New Jersey, New York City and Philadelphia
  - Multiple postings on the Center's website and at least 10 websites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
  - Acknowledgment link/logo on Center website and on post-event materials
  - Meeting packet and other primary materials
- **EXCLUSIVE!** Opportunity to give brief welcome at reception
- 4 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

## Workshop Track Sponsor: \$6,000 (6-8 tracks)

### **Possible Track Themes:**

- *Advocacy/Public Policy*
- *Social Entrepreneurship/Social Innovation*
- *Evaluation/Impact*
- *Management & Leadership*
- *Marketing/Communications*
- *Philanthropy/Fundraising*
- *Collaboration*

*(content is under development; tracks are subject to change)*

- Placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.

- 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
- Media releases to over 40 media outlets in New Jersey, New York City and Philadelphia
- Multiple postings on the Center's website and at least 10 websites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
- Acknowledgment link/logo on Center website and on post-event materials
- Meeting packet and other primary materials
- **EXCLUSIVE!** Sponsor name and logo on day-of-event breakout room signage
- **EXCLUSIVE!** Opportunity to provide promotional materials or "giveaways" to track attendees
- **EXCLUSIVE!** Opportunity to give brief welcome in breakout session and introduce breakout presenter(s)
- 4 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

*[Breakout co-sponsorship with other supporters can also be explored. Contact the Center to discuss.]*

### Graphics and Printing Sponsor (1) **SOLD OUT**

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Media releases to over 40 media outlets in New Jersey, New York City and Philadelphia
  - Multiple postings on the Center's website and at least 10 websites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
  - Acknowledgment link/logo on Center website and on post-event materials
  - Meeting packet and other primary materials
- One **preferred-placement** exhibit table at conference
- 4 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

### Tote Bag Sponsor: \$4,000 (1) **SOLD OUT**

Logo and name on environmentally friendly tote bags for all conference participants

- Placement of sponsor name in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Sponsor name and logo in meeting packet and other primary materials
- 4 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

### Site Sponsor (1) **SOLD OUT**

*Call to discuss*

- Special sponsorship opportunity extended to the host venue.

### **Conference Partner: \$3,000**

- Placement of sponsor name in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Sponsor name / logo in meeting packet and other primary materials
- 4 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

### **Conference Teammate: \$1,500**

- Placement of sponsor name in:
  - Conference brochure - mailed to list of 4,500 +, posted online on Center's website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Sponsor name and logo in meeting packet and other primary materials
- 2 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

### **Scholarship Sponsor (10)**

*Underwrite scholarship admissions to the conference for non-profits  
10 admissions - \$1,350; each **additional** 5 admissions - \$625*

- Placement of sponsor name in:
  - Acknowledgement on website, day-of-conference and post-conference materials
  - 3-5 email blasts to over 4,500 subscribers to the Center for Non-Profits' email list, including special outreach to New Jersey umbrella agencies (United Ways, ArtPride NJ, etc.) for redistribution
  - Sponsor name and logo in meeting packet and other primary materials
- 2 complimentary admissions to conference for each 10 scholarship admissions supported

**Customized Sponsorship Packages** also available. Please contact us about creating a level of participation that best suits your interests.