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 324,000 people – nearly 10% of the state’s private workforce and 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 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. 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. 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 2018 conference, attended by nearly 600 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 4,800 organizations as well as in the mass media, the Center’s website, social media and multiple other venues. We expect our 2019 conference attendance to again gather 600 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.
<table>
<thead>
<tr>
<th>Sponsor Benefits Summary</th>
<th>Champion $25,000</th>
<th>Opening Plenary $15,000</th>
<th>Lunch $15,000</th>
<th>Reception $8,000 In-kind $10-15K</th>
<th>Site Sponsor</th>
<th>Graphics/Printing Sponsor</th>
<th>Tote Bag $5,000</th>
<th>Transportation call to discuss</th>
<th>App Partner</th>
<th>Teammate $1,750</th>
<th>Scholarships $1,450 per 10</th>
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Customized sponsorship packages also available. Contact Linda Czipo (lczipo@njnonprofits.org) or Susan O’Connor (susan@njnonprofits.org), or call us at 732-227-0800 to discuss.
2019 New Jersey Non-Profit Conference  
December 4, 2019  

Sponsorship Opportunities

Champion Sponsor: $25,000 (1)

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events
  - 3-5 email blasts to over 4,800 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
- Speaking opportunity before plenary audience of 600 (3 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 single-color conference tote
- One preferred placement exhibit table at conference
- Handout or promotional item in conference packet or in tote bag 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)

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events
  - 3-5 email blasts to over 4,800 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! Name and logo as opening plenary sponsor on signage in ballroom during conference opening proceedings and plenary address
- Speaking opportunity before plenary audience of 600 (3 minutes) during welcome portion of conference
- One exhibit table at conference
- Handout or promotional item in conference packet or in tote bag 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 (1)

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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
- Speaking opportunity before plenary audience of 600 (3 minutes) during luncheon portion of conference
- One exhibit table at conference
- Handout or promotional item in conference packet or in tote bag 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

Media Partner: $10,000-$15,000 (in-kind)

Special opportunities for our friends in media to support the conference by donating online and print ad space and other promotional activities.

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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 & Philadelphia
  - Multiple postings on the Center’s website and at least 10 Web sites and/or listserves serving non-profit organizations in New Jersey, Pennsylvania and New York
  - Acknowledgment link/logo on Center Web site and on post-event materials
  - Meeting packet and other primary materials

- Handout or promotional item in conference packet or in tote bag 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 Web site and on post-event materials

Reception Sponsor: $8,000 SOLD OUT

- Prominent placement of sponsor name and/or logo in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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
- Handout or promotional item in conference packet or in tote bag for all attendees
- 4 complimentary admissions to conference - for representatives of your organization and/or the non-profit(s) of your choice

**Workshop Track Sponsor: $6,000 (8-10 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 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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)
- Handout or promotional item in conference packet or in tote bag for all attendees
- 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 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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: $5,000 (3-4)**

- Logo and name on environmentally friendly, single-color tote bags for all conference participants
- Placement of sponsor name in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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

**Site Sponsor (1)**

*Call to discuss*

- Special sponsorship opportunity extended to the host venue.

**App Sponsor (1)**

*Call to discuss*

- Cash and/or in-kind assistance with the creation of a conference app.

**Transportation Sponsor**

*Call to discuss*

- Provide funding for or provide transportation services to and from the conference for targeted community(ies) where lack of private vehicles and/or public transit present a barrier to conference attendance.

**Conference Partner: $3,000**

- Placement of sponsor name in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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: $1,750

- Placement of sponsor name in:
  - Conference brochure - mailed to list of 4,800+, posted online on Center’s website and distributed at programs, speaking engagements, and other Center events.
  - 3-5 email blasts to over 4,800 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 - $1,450; each additional 5 admissions - $725

- Placement of sponsor name in:
  - Acknowledgement on website, day-of-conference and post-conference materials
  - 3-5 email blasts to over 4,800 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.
A sampling of praise from prior conferences:

In post-conference evaluations, participants have consistently rated our statewide conference an average 4.4 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 gained valuable information, met helpful contacts and learned about useful resources. Time well spent!”

“You hit the ball out of the park.”

“Always impressed by the attendance level which grows each year and underscores the need for this programming and by the caliber of the presenters and the range of topics presented.”

"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.”

“A must for every NJ nonprofit professional.”

“It is so wonderful - from the vibe among attendees which is so open & friendly to amazing professional development opportunities that you provide - high quality and with tools to take away.”

To see highlights of our 2018 conference including agenda, speakers and sponsors, visit www.njnonprofits.org/Conf2018Main.html

For more information about the Center for Non-Profits, our 2019 New Jersey Non-Profit Conference or non-profit issues in general, contact Linda Czipo, President & CEO, at lczipo@njnonprofits.org or Susan O’Connor, Communications Director, at susan@njnonprofits.org, or call us at 732-227-0800.