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Center FOR NON-PROFITS
Helping organizations build a better New Jersey

#njnpconf

2021 New Jersey Non-Profit Virtual Conference

December 1 & 2, 2021

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

Sponsorship Opportunities

New Jersey's non-profit organizations form 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 330,000 people** – nearly 10% of the state's private workforce – more than construction, finance, insurance, and many other large commercial industries
- **Spend over $50 billion annually**, much of it within the Garden State
- Marshal the energies and talents of **1.6 million volunteers** every year

In the midst of the pandemic, prolonged economic and social distress, and a heightened focus on addressing long-term inequities, non-profit organizations have never been more important to our communities. *The conference will explore how we can work together to emerge stronger from this crisis to create a better normal for all.*

The Center's annual statewide conference will take place online and will be priced more affordably than ever. Widely praised for its breadth and content, our 2020 conference featured internationally recognized speakers as well as experts in a variety of fields pertinent to non-profit operation, and was attended by nearly 500 decision-makers and champions. This year's event will 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 the attached 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.
For more information, contact Susan Merrill O'Connor (susan@njnonprofits.org) or Linda Czipo (lczipo@njnonprofits.org)

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Facebook.com/njnonprofits | **twitter**.com/nj_nonprofits | **linkedin**.com/company/center-for-non-profits | njnonprofits.org/**blog**
Center for Non-Profits is a New Jersey non-profit corporation and a federally recognized 501(c)(3) publicly supported charity.

Sponsorship Opportunities

Champion Sponsor: $20,000 (limit 1)

SOLD OUT

- Lead sponsor of the virtual conference
- 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 at prominent times during the conference
- Exclusive content of your choice in one post-event email to be sent by the Center on your behalf
- Sponsor spotlight email before the event
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" 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 (nearly 19,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or listservs that reach non-profit organizations
- Underwrites up to 20 non-profit scholarships for the conference
- Eight complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Day 1 or Day 2 Conference Sponsor: $10,000 (limit 2, one per day)

- Lead sponsor of one full conference day (Day 1 or Day 2; sponsor preference; first come, first served)
- 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
- Exclusive content of your choice in one post-event email to be sent by the Center on your behalf
- Sponsor spotlight email before the event
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" 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 (nearly 19,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or listservs that reach non-profit organizations
- Underwrites up to 10 non-profit scholarships for the conference
- Four complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Virtual Platform Sponsor: $7,500 (limit 4)

- Underwrites a portion of the virtual conference technology platform
- 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
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" passport incentive for all attendees
- 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 (nearly 19,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or listservs that reach non-profit organizations
- Opportunity to include a *giveaway* in Digital Swag Bag
- Underwrites up to 7 non-profit scholarships for the conference
- Four complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Advocate Sponsors: $5,000 (limit 6)

- One-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
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" passport incentive for all attendees
- 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 (nearly 19,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or listservs that reach non-profit organizations
- Opportunity to include a *giveaway* in Digital Swag Bag
- Underwrites up to 5 non-profit scholarships for the conference
- Four complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Virtual Networking/Trivia: $4,000 (limit 2)

- Sponsor the end-of-day virtual networking & trivia segment of the conference
- A digital sponsor badge to display on your website or other online platforms
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" passport incentive for all attendees
- 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 (nearly 19,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or listservs that reach non-profit organizations
- Opportunity to include a *giveaway* in Digital Swag Bag
- Underwrites up to 5 non-profit scholarships for the conference
- Four complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Partner Sponsors: $3,500

- A digital sponsor badge to display on your website or other online platforms
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" passport incentive for all attendees
- 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 (nearly 19,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center's website, and websites and/or listservs that reach non-profit organizations
- Opportunity to include a *giveaway* in Digital Swag Bag
- Underwrites up to 5 non-profit scholarships for the conference
- Two complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Teammate Sponsors: $1,750

- A digital sponsor badge to display on your website or other online platforms
- Exhibit opportunity including listing on conference webpage, special listing on popular conference app, attendee information list, and a feature in "Meet the Sponsors" passport incentive for all attendees
- Placement of sponsor logo on conference website and in select e-blasts
- Underwrites up to 5 non-profit scholarships for the conference
- Two complimentary admissions to conference for representatives of your organization and/or the non-profit(s) of your choice

Supporters: $1,000

- A digital sponsor badge to display on your website or other online platforms
- Placement of sponsor logo on conference website and in select e-blasts
- Underwrites up to 3 non-profit scholarships for the conference
- One complimentary admission to conference for a representative of your organization and/or the non-profit of your choice

Additional sponsorship opportunities and combinations are available. Contact us to learn more.

Sponsorships at a Glance

Please view the full descriptions for complete details.

Center FOR NON-PROFITS *Helping organizations build a better New Jersey*	~~Champion Sponsor~~ - SOLD OUT	Day 1 / Day 2 Sponsor	Virtual Platform Sponsor	Advocate Sponsor	Networking & Trivia Sponsor	Partner	Teammate	Conference Supporter
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	✸	✸	✸	✸	✸	✸	✸	✸
Virtual Exhibit Table	✸	✸	✸	✸	✸	✸	✸	
Digital Swag Bag inclusion opportunity	✸	✸	✸	✸	✸	✸		
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 admission(s) (varies by sponsorship)	✸	✸	✸	✸	✸	✸	✸	✸
Underwriting of conference admission(s) (varies by sponsorship)	✸	✸	✸	✸	✸	✸	✸	✸
Together Toward a Better Normal								

Additional sponsorship opportunities and combinations are available. Contact us to learn more.

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/2021-nj-nonprofit-conference-sponsorship. For more information, contact Susan Merrill O'Connor (susan@njnonprofits.org) or Linda Czipo (lczipo@njnonprofits.org).

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