



## Sponsorship & Marketing Opportunities

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### Statewide Conference for North Carolina's Nonprofits November 2-3, 2022 Durham Convention Center, Durham, NC



#### We're back in person for 2022!

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The annual Conference for North Carolina's Nonprofits, presented by the North Carolina Center *for* Nonprofits, is the premier conference that brings together and engages the broadest range of nonprofits from across the state. Designed for 501(c)(3) nonprofit organizations, this event attracts staff and board members from every type of nonprofit, foundation and corporate giving officers, consultants, and businesses that work with nonprofits.

The 2022 conference theme, "**Building on Inclusion, Achieving Equity,**" offers nonprofit leaders inspiration and valuable information to support their journeys toward positive change. The conference features regionally and nationally known speakers, a dozen workshop sessions on best practices and the latest sector trends, and a half-day Nonprofit Legal Compliance Workshop. Networking opportunities include a reception, one luncheon, and several refreshment break opportunities.

#### 2022 Keynote Speaker

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[Jada Monica Drew](#), CEO of [Social Designs](#), a leadership and diversity firm in Greensboro, is our 2022 keynote speaker.

Her presentation, "Sharpen Your Inclusion Edge," amplifies the conference theme with inspiration, humor, and clear action steps for change. Jada enjoys challenging audiences to rethink solutions and tap into their full potential.

Jada is a highly acclaimed engaging facilitator and speaker who has trained thousands globally on how to communicate clearly, how to become more efficient members of a team, and how to be more culturally competent.



*Jada Monica Drew*

## 2022 Sponsorship Opportunities

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### **Presenting Sponsor: Thank you Duke Energy and Piedmont Natural Gas!**

Receives maximum recognition and visibility throughout the conference, including opening remarks about the company and introduction of the Keynote Speaker presentation.

### **Reception: ~~\$3,000~~ each (Limit 2 sponsors)**

This reception is a wonderful way for nonprofit leaders to network in a casual, social setting at the Durham Convention Center. Held at the end of the first day of the conference. **Thank you Mutual of America and Blue Cross Blue Shield of North Carolina Foundation!**

### **Nonprofit Legal Compliance Workshop: \$2,500 (Limit 2 sponsors, with market exclusivity)**

Held the first day of the conference, participants will get a better understanding of the common nonprofit legal compliance policies, rules, and issues that affect nonprofit organizations. Features a mix of plenary and breakout sessions, conveys CLE credits.

### **Concurrent Workshop Sessions: \$2,500 each (Limit 1 sponsor per workshop)**

Five blocks of two or three concurrent workshops on nonprofit management topics form the backbone of the conference. Session ideas are submitted by RFP process and selected by review committee of volunteers. Sessions announced in early July 2022. **Thank you MDcentric Technologies, Marsh McLennan Agency, Langdon & Company, First Nonprofit Group, Triangle Community Foundation, and Mutual of America!**

### **Refreshment Breaks: \$1,500 each (Limit 3 sponsors)**

Support networking at its best when attendees gather for light refreshments throughout the conference. **Thank you, Durham Convention Center and DMJ & Co.!**

### **Scholarships (Unlimited sponsors)**

Consider making the conference an affordable education opportunity for the nonprofits you support by providing scholarships. Scholarship sponsor determines the number of scholarships and selection criteria; the Center administers the program. **Thank you Google, Armstrong McGuire Associates, Cemala Foundation, and Foundation for a Healthy High Point!**

### **Lanyard Sponsor: \$1,750 (Limit 1 sponsor)**

Gain your market edge around the neck of every participant with name badge lanyards. Sponsorship includes cost to purchase and produce lanyards. **Thank you Schell Bray!**

### **Face Mask Sponsor: \$1,750 (Limit 1 sponsor)**

Have your logo appear across the face of attendees. Sponsorship includes cost to purchase and produce face masks. **Thank you Lenovo!**



## 2022 Marketing Opportunities

Consider these options to increase your visibility and exposure to conference attendees.

### Exhibit in the Nonprofit Marketplace **Sold out!**

Professionally produced exhibit space, the Nonprofit Marketplace is open throughout the conference.

- ~~\$725 | \$525 Sponsors/Sustainers~~
- ~~[Purchase exhibit space online](#) starting May 2022~~



### Advertising

#### Conference program book

400 copies of a full-color book (8.5" high x 5.5" wide)

- Full page: \$625 | \$438 Sponsor/Sustainer
- Half page: \$325 | \$228 Sponsor/Sustainer
- Quarter page: \$225 | \$158 Sponsor/Sustainer

#### Projection screen ad

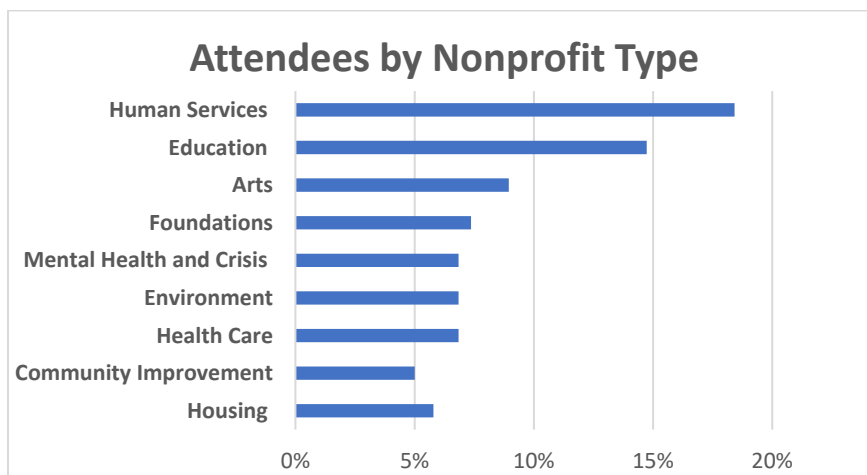
Seen on 14-foot screens in a loop during plenary sessions.


- Landscape \$450 | \$315 Sponsor/Sustainer

*Sponsor benefits offer discounts and some complimentary advertising.* See sponsor benefits chart for details. [Purchase ads online](#) starting May 2022.

## 2022 Marketing Metrics

400	Anticipated participants in 2022; 38% of audience is Executive Directors/CEOs
30,000+	Page views of the conference website
4,300+	Facebook followers
12,000+	Recipients of each email promotion



		<b>Sponsor Benefits</b>			
 <p>North Carolina Center for Nonprofits</p>		<b>2022 Statewide Conference, Durham</b>			
		Reception Sponsor	Workshop Sponsor	Lanyard Sponsor	Refreshment Break Sponsor
		\$3,000	\$2,500	\$1,750	\$1,500
<b>Marketing Opportunities</b>					
Display ad in full color, printed Conference Program Book		1/2 page	1/2 page	-	1/4 page
Exhibit Booth in Nonprofit Marketplace		\$200 discount to purchase	\$200 discount to purchase	\$200 discount to purchase	\$200 discount to purchase
<b>Recognition &amp; Market Visibility</b>					
Signage at sponsored session or event		sign at sponsored event	sign at sponsored event	-	Display sign on break tables
Logo in sponsor section of printed Conference Program Book		Yes	Yes	Yes	Yes
Projected logos in plenary sessions		Yes	Yes	Yes	Yes
Web recognition on conference website		hyperlinked logo, sponsor webpage only	hyperlinked logo, sponsor webpage only	hyperlinked logo, sponsor webpage only	hyperlinked logo, sponsor webpage only
Social media marketing		limited social posts	limited social posts		
Spoken acknowledgement		At event	At sponsored session		
Printed marketing collateral				Name badge Lanyards	
<b>Hospitality &amp; Access to Networks</b>					
Complimentary registrations <i>(can be given to a favorite nonprofit)</i>		choice of (2) one day registrations	choice of (2) one day registrations	-	choice of (1) one-day registration
Invitation to Reception <i>(Wed, Nov 2, Durham Convention Center)</i>		Yes, for 2	Yes, for 2	Yes, for 1	Yes, for 1
<b>Fair Market Value</b>		\$ 745	\$ 745	\$ 625	\$ 435

## 2022 Conference Schedule

Schedule subject to change

### Wednesday, November 2

12:00 noon Registration & Nonprofit Marketplace open  
12:30-5:00 Nonprofit Legal Compliance Workshop  
2:00 & 3:45 Concurrent Sessions (4)  
5:00-7:00pm Reception, Durham Convention Center

### Thursday, November 3

7:30am Registration and Nonprofit Marketplace open  
8:30-9:30 Keynote Speaker (plenary)  
10:00-11:15 Concurrent Sessions (3)  
11:30-12:45 Lunch (plenary)  
1:00-2:15 Concurrent Sessions (3)  
2:45-4:00pm Concurrent Sessions (3)



*The essence of the Center's work: Connecting with and learning from peers who know that conversations can make their nonprofit stronger and more effective.*



## 2022 Conference Sponsorship Pledge Form

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Sponsor (please indicate)

- |                                                                                                      |                                                                                                          |
|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Presenting Sponsor: <del>\$35,000</del> <b>sold!</b>             | <input checked="" type="checkbox"/> Lanyard Sponsorship: <del>\$1,750 (FMV = \$625)</del> <b>sold!</b>   |
| <input checked="" type="checkbox"/> Reception Sponsor: <del>\$3,000 (FMV = \$745)</del> <b>sold!</b> | <input checked="" type="checkbox"/> Face Mask Sponsorship: <del>\$1,750 (FMV = \$625)</del> <b>sold!</b> |
| <input type="checkbox"/> Nonprofit Legal Compliance \$2,500 (FMV = \$745)                            | <input type="checkbox"/> Refreshment Station Sponsor: \$1,500 (FMV = \$435)                              |
| <input type="checkbox"/> Concurrent Session Sponsor: \$2,500 (FMV = \$745)                           | <input type="checkbox"/> Scholarships: <i>Please contact me with details.</i>                            |

### Exhibit & Advertising

- Exhibition Booth *Please visit website for purchase details.*
- Advertising: Print or Projection *Please visit website for purchase details.*

### Do you want sponsor benefits? (please indicate)

- YES!** We would like to receive Center benefits for this Conference Sponsorship as indicated in the proposal. We understand the total amount is deductible less the FMV listed above.
- No thanks.** We are pleased to be a sponsor and decline benefits so that 100% of the gift is tax-deductible.

### Payment method

- Check enclosed, payable to North Carolina Center for Nonprofits.
- Please send an invoice for the total amount pledged above on \_\_\_\_\_ (date).  
We agree to pay the amount pledged above by invoice on or before October 15, 2022.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Please return to:

North Carolina Center for Nonprofits  
P. O. Box 98475, Raleigh, NC 27624  
Questions? Contact Lynn Brinkley at [lbrinkley@ncnonprofits.org](mailto:lbrinkley@ncnonprofits.org)

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