



Sponsorship & Marketing Opportunities

Statewide Conference for North Carolina's Nonprofits

November 2-3, 2023

Benton Convention Center in Winston-Salem, NC



In person
for 2023!

We're back in person in the Triad for 2023!

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 2023 conference offers nonprofit leaders inspiration and valuable information to support their journeys toward positive change at their organizations. 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.

2023 Keynote Speaker

[Donna Murray Brown](#), Vice President of Strategy and Development at the National Council of Nonprofits, is our 2023 keynote speaker. Her presentation will be about leadership development and building a team of leaders.

Donna began her career in the nonprofit sector in 2009 after a 20+ year banking career. From 2013-2021, Donna was president and CEO of the Michigan Nonprofit Association.

Twice honored as a *NonProfit Times* Power and Influence Top 50 leader in the nonprofit sector, Murray-Brown was recognized by *Crain's Detroit Business* in 2021 as one of the Most Influential Women in Michigan.



Donna Murray-Brown

2023 Sponsorship Opportunities

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) Thank you, Mutual of America and Blue Cross and Blue Shield of NC Foundation!

This reception is a wonderful way for nonprofit leaders to network in a casual, social setting at the Benton Convention Center. Held at the end of the first day of the conference.

Nonprofit Legal Compliance Workshop: \$2,500 (Limit 2 sponsors, with market exclusivity) Thank you, Langdon & Company and Schell Bray!

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) Thank you, Marsh McLennan Agency, Triangle Community Foundation, Angel Oak Creative, and Camber Foundation!

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 2023.

Refreshment Breaks: \$1,500 each (Limit 3 sponsors) Thank you, DMJPS!

Support networking at its best when attendees gather for light refreshments throughout the conference.

Scholarships (Unlimited sponsors) Thank you, Armstrong McGuire!

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.

Lanyard Sponsor: \$2,000 (Limit 1 sponsor) Thank you, First Nonprofit Group!

Gain your market edge around the neck of every participant with name badge lanyards. Sponsorship includes cost to purchase and produce lanyards.



2023 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.

- \$750 | \$550 Sponsors/Sustainers
- ~~[Purchase exhibit space online](#) starting May 2023~~



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

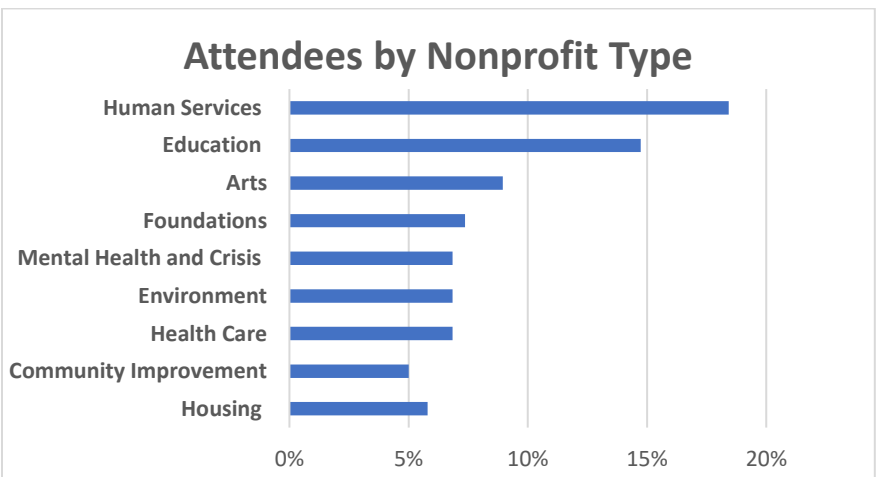
Seen on 14-foot screens in a loop during plenary sessions.

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

Sponsor benefits offer discounts and some complimentary advertising. See sponsor benefits chart for details.
[Purchase ads online](#) starting May 2023.

2023 Marketing Metrics

400	Anticipated participants in 2023; 38% of audience is Executive Directors/CEOs
30,000+	Page views of the conference website
6,000+	Facebook followers
12,000+	Recipients of each email promotion





2023 Sponsor Benefits

Conference for North Carolina Nonprofits

	Reception Sponsor	Workshop Sponsor	Lanyard Sponsor	Refreshment Break Sponsor
	\$3,000	\$2,500	\$2,000	\$1,500
Marketing Opportunities				
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
Recognition & Market Visibility				
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	
Hospitality & Access to Networks				
Complimentary registrations (can be given to a favorite nonprofit)	choice of (2) one day registrations	choice of (2) one day registrations	-	choice of (1) one-day registration
Invitation to Reception (Wed, Nov 2, Durham Convention Center)	Yes, for 2	Yes, for 2	Yes, for 1	Yes, for 1
Fair Market Value	\$ 745	\$ 745	\$ 625	\$ 435

2023 Conference Schedule

Schedule subject to change

Thursday, November 2

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

Friday, 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.



2023 Conference Sponsorship Pledge Form

Company _____

Contact _____ Title _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Sponsor (please indicate)

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

Exhibit & Advertising

- ☐ Exhibition Booth — Please visit website for purchase details.
- ☐ Advertising: Print or Projection Screen Ads — 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 September 29, 2023.

Signature: _____ Date: _____

Please return to:

North Carolina Center for Nonprofits

P. O. Box 98475, Raleigh, NC 27624

Questions? Contact Kim Neustrom at kneustrom@ncnonprofits.org

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