

## 2018 Statewide Conference for North Carolina's Nonprofit Sector September 12-14

Sheraton Imperial Hotel & Convention Center, RTP, NC

The premier conference for NC's nonprofit sector, this annual three-day event, presented by the North Carolina Center for Nonprofits, engages the state's network of nonprofit leaders to share ideas, exchange solutions, and collaborate together.

The Center's Statewide Conference attracts 600 staff, board members, and volunteers from across the state, as well as foundation trustees and staff, corporate giving officers, consultants, and vendors who work with nonprofits. The event features nationally-known speakers; sessions on best practices and the latest sector trends; Deep-Dive intensives on fundraising and legal compliance; individual coaching sessions; free Curbside Consulting from nonprofit consultants and practitioners; and excellent networking opportunities.

### 2017 Statewide Conference Highlights

- 96% Rated the conference as "excellent" or "good"
- 4.5 Overall rating on a 5-point scale where 5 is "excellent"



Nonprofit leaders at the Center's Statewide Conference are always eager to share ideas and solutions.

I loved the diverse topics. Thank you for continuing to provide quality work sessions and speakers and for being such gracious and warm hosts. I look forward to attending this conference each year.

Camille Berry  
 Community Home Trust  
 Carrboro

The choice of speakers and presenters really made it for me. Each session I attended had relevant information and tools I can use.

Nathan Johnson  
 Irene Wortham Center  
 Asheville

## 2018 Conference Sponsorship Opportunities

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**Presenting Sponsor: \$35,000** (*Limit 1 sponsor*)

*Thank you Duke Energy and Piedmont Natural Gas!*

Receive maximum recognition and visibility throughout the conference, including opening remarks at the Keynote Speaker presentation.

**Lunch Program Sponsor: \$25,000** (*Limit 1 sponsor*)

Held on Thursday, this plenary lunch program will feature a program of particular interest to the nonprofit sector in North Carolina.

**Deep-Dive Workshops: \$7,500** each

*(Sponsorships may be shared; limit 2 sponsors per workshop)*

Held on Friday morning, these half-day programs delve deeper into critical topics of current interest to nonprofit leaders.

1. **2018 Legal Update for NC Nonprofits**
2. **Walking the Talk: Equity, Diversity, and Inclusion**
3. **Online and On Fire: How to Supercharge & Streamline your Online Presence**

**Kick-Off Reception: \$3,000** each (*Limit 2 sponsors*)

This reception is a wonderful way for nonprofit leaders to network in a casual, social setting. *Thank you Mutual of America!*

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

Held Thursday morning and afternoon, over 16 topics of specific interest are offered lasting 60 to 90 minutes each. *Thank you Mutual of America, Paragon Bank, NC Electric Membership Corporation, Langdon & Co., and Design Hammer!*

**Curbside Consultants: \$2,500** (*Limit 1 sponsor*)

An invaluable time for nonprofit staff and board members to schedule brief one-on-one sessions with consultants and practitioners to discuss a wide range of topics such as fundraising, board leadership, and volunteerism.

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

Support networking at its best when attendees gather for light refreshments during the conference. *Thank you CapDev!*

**Scholarships** (*Unlimited sponsors*)

Consider making the Conference an affordable education opportunity for the nonprofits you support by providing scholarships. The number of scholarships and criteria are determined by sponsor; program is administered by the Center. *Thank you Cemala Foundation!*



### 2018 Keynote Speaker

**Vu Le** (“voo lay”) is the Executive Director of Rainier Valley Corps, a nonprofit in Seattle that promotes social justice. Known for his no-BS approach, irreverent sense of humor, and love of unicorns, Vu has been featured in dozens, if not hundreds, of his own blog posts at NonprofitAF.com.

## Direct Marketing Opportunities

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You can purchase any of these options to increase your visibility and exposure to conference attendees.

### Exhibit Booth in the Nonprofit Marketplace

Professionally produced, limited booth space availability. The Nonprofit Marketplace is open Wednesday afternoon at 3:00pm and all day Thursday.

- \$850 | \$750 Sponsors/Sustainers

### Advertising

Conference program book. 700 copies of a full-color, approx. 36-page book

- Full page: \$700 | \$500 Sponsor/Sustainers
- Half page: \$400 | \$300 Sponsor/Sustainers
- Quarter page: \$300 | \$200 Sponsor/Sustainers

Projection screen ad. Seen on 14' screens during plenary sessions.

- Landscape \$400 | \$300 Sponsor/Sustainer

*Sponsor benefits offer discounts and some complimentary advertising. See sponsor benefits chart for details.*

## Key Deadlines to Maximize Your Sponsorship Visibility

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### Date pledge

required To receive (based on sponsor level)

June 30                      Conference Print Materials

- Display Ad reservation
- Recognition by logo or text, by session and event listing

Ongoing                      Logo or text recognition on website as sponsorship commitments are confirmed.

## Conference Metrics

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### 2018 Conference

650	Participants expected
700	Program books printed
30,000+	Page views of the conference website
3,300+	Facebook followers
6,000+	Twitter followers
14,000+	Recipients of each email promotion

### 2017 Conference - Attendee Organization

Foundations	18%
Education	17%
Human Services	16%
Arts & Humanities	10%
Health Care	6%
Housing	4%
Crime & Prevention	4%



*Concurrent sessions are often insightful and packed with information participants can use now with their nonprofits.*

## 2018 Conference Schedule

All events take place at the  
Sheraton Imperial Hotel & Convention Center, RTP, NC

### Wednesday, September 12

3:00	Registration & Nonprofit Marketplace opens
3:30-5:00	Coaching for Your Nonprofit Career
4:00-5:00	Conference Newcomers' Orientation
5:30-7:00	Conference Kick-Off Reception

### Thursday, September 13

8:00-5:00	Registration and Nonprofit Marketplace open
9:00-10:15	Keynote Speaker, <b>Vu Le</b> (plenary)
10:45-12:15	Concurrent Sessions (7 total)
12:30-1:45	Lunch (plenary)
2:00-3:30	Concurrent Sessions (7 total)
4:00-5:00	Concurrent Sessions (5 total)
5:30-7:00	VIP Reception (for sponsors and donors; by invitation only)

### Friday, September 14

8:00	Deep-Dive Workshops begin
12:30	Deep-Dive Workshops conclude



*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.*



# 2018 Statewide Conference Sponsorship Payment Form

Company \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

## 2018 Statewide Conference Sponsor *(please indicate)*

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Presenting Sponsor: \$35,000             | <input type="checkbox"/> Concurrent Session Sponsor: \$2,500 (FMV = \$900)    |
| <input type="checkbox"/> Lunch Program Sponsor: \$25,000 (FMV = \$3,750)     | <input type="checkbox"/> Curbside Consultant Sponsor: \$2,500 (FMV = \$900)   |
| <input type="checkbox"/> Deep-Dive Workshop Sponsor: \$7,500 (FMV = \$1,400) | <input type="checkbox"/> Refreshment Station Sponsor: \$1,500 (FMV = \$300)   |
| <input type="checkbox"/> Kick-Off Reception Sponsor: \$3,000 (FMV = \$900)   | <input type="checkbox"/> Scholarships: <i>Please contact me with details.</i> |

## Exhibit & Advertising *(please indicate)*

- Exhibition Booth \$850 | \$750 Sponsor discount
- Advertising  Full: \$700 | \$500  Half: \$400 | \$300  Quarter: \$300 | \$200  Projection: \$400 | \$300

## 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 August 1, 2018.

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

## Please return to:

Rob Maddrey, Director for Sustainability

North Carolina Center for Nonprofits • 5800 Faringdon Place, Raleigh, NC 27609

[rmaddrey@ncnonprofits.org](mailto:rmaddrey@ncnonprofits.org) • 919-790-1555, ext. 117

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