

## 2019 Statewide Conference for North Carolina's Nonprofit Sector

December 4-5, 2019

Benton Convention Center, Winston-Salem, NC

The premier conference for North Carolina's nonprofit sector, this annual two-day Statewide Conference, presented by the North Carolina Center for Nonprofits, is the only one that brings together and engages the broadest range of nonprofits in the state.

Designed for 501(c)(3) nonprofit organizations, this event attracts over 500 staff and board members from every type of nonprofit, foundation and corporate giving officers, consultants, and businesses which work with nonprofits.

The conference features regionally and nationally-known speakers; multiple workshop sessions on best practices and the latest sector trends; Deep-Dive intensives on fundraising and legal compliance; individual coaching sessions from nonprofit consultants and practitioners; and excellent networking opportunities.



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

### Participant Comments

All of the presenters were exceptional, and I found it difficult to choose during breakout sessions because I wanted to attend them all.

*Patricia Calloway, Executive Director  
Ashe Services for Aging, West Jefferson*

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*

# Conference Metrics

## Based on 2018 Statewide Conference

550	Participants
700	Program books printed
30,000+	Page views of the conference website
3,300+	Facebook followers
6,000+	Twitter followers
12,000+	Recipients of each email promotion

## Type of 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 immediately with their nonprofits.*



*Young professionals meet during the conference to discuss careers and opportunities in the nonprofit sector.*

## 2019 Sponsorship Opportunities

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**Presenting Sponsor: \$35,000** Thank you Duke Energy!

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

**Lunch Sponsor: \$10,000**

*(Limit 1 sponsor)*

This plenary Thursday lunch program will feature a panel discussion about the state of North Carolina's nonprofit sector. AmplifyGood NC, a program of UNC-TV, will participate and cover this session.

**Deep-Dive Workshops: \$4,000 each**

*(Limit 2 sponsors per workshop)*

Held on the first day, three (3) half-day programs delve deeper into critical topics of current interest to nonprofit leaders. Confirmed topics include the 2019 Legal Update; Marketing and Communications; Fundraising; and Equity, Diversity, and Inclusion.

**Opening Reception: \$3,000 each** *(Limit 2 sponsors)* **Sold out!**

Held Wednesday night, this reception is a wonderful way for nonprofit leaders to network in a casual, social setting. Thank you Mutual of America and BB&T!

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

Held throughout the conference, 18 topics of specific nonprofit interest, lasting 75 minutes each. Session ideas submitted by RFP process; sessions selected by review committee in late August 2019.

**Confirmed:** Blue Cross and Blue Shield of NC Foundation, DesignHammer, First Nonprofit Group, Langdon & Co., Mutual of America, North Carolina Membership Electric Corporation

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

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

**Thank you CapDev, Schell Bray LLC, and The Winston-Salem Foundation!**

**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 BB&T, Cemala Foundation, Foundation for a Healthy High Point, and Google!**



*Dana Weston, President and CEO of UNC Healthcare Rockingham, is the 2019 Keynote Speaker.*

## 2019 Marketing Opportunities

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

### Exhibit Booth in the Nonprofit Marketplace

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

- \$850 | \$750 Sponsors/Sustainers



### Advertising

#### Conference program book

700 copies of a full-color, 36-page book

- Full page: \$900 | \$630 Sponsor/Sustainers
- Half page: \$500 | \$350 Sponsor/Sustainers
- Quarter page: \$210 | \$300 Sponsor/Sustainers
- Eighth page: \$180 | \$126 Sponsor/Sustainers - **New for 2019!**



#### Projection screen ad

Seen on 14' screens during plenary sessions.

- Landscape \$500 | \$350 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)

September 30

Conference Print Materials

- Program Book 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.

## 2019 Conference Schedule

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All events take place at the Benton Convention Center, Winston-Salem, NC

### Wednesday, December 4

12:00 noon      Registration & Nonprofit Marketplace open  
12:30-5:30      Deep Dive Workshops (4)  
5:30-7:00      Reception

### Thursday, December 5

7:30am          Registration and Nonprofit Marketplace open  
8:30-9:30      Keynote Speaker: Dana Weston  
10:00-11:15    Concurrent Sessions (6)  
11:30-12:45    Lunch (plenary)  
1:00-2:15      Concurrent Sessions (6)  
2:45-4:00      Concurrent Sessions (6)



*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.*



# 2019 Conference Sponsorship Pledge Form

Company \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

## Conference Sponsorship *(please indicate)*

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor: \$35,000 <b>sold!</b>           | <input type="checkbox"/> Opening Reception Sponsor: \$3,000 <b>sold!</b>      |
| <input type="checkbox"/> Lunch Sponsor: \$10,000                             | <input type="checkbox"/> Concurrent Session Sponsor: \$2,500 (FMV = \$900)    |
| <input type="checkbox"/> Deep-Dive Workshop Sponsor: \$4,000 (FMV = \$1,400) | <input type="checkbox"/> Refreshment Station Sponsor: \$1,500 <b>sold!</b>    |
|  | <input type="checkbox"/> Scholarships: <i>Please contact me with details.</i> |

## Exhibit Booth & Advertising *(please indicate)*

- Exhibit Booth \$850 | \$750 Sponsor discount
- Advertising  Full: \$900 | \$630  1/2: \$500 | \$350  1/4: \$300 | \$210  1/8: \$180 | \$126  Project: \$500 | \$300

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

- Yes**, we want to receive Center benefits with this Sponsorship as indicated in the proposal. We understand the total amount is deductible less the FMV listed.
- 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 30, 2019.

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

*The North Carolina Center for Nonprofits is a 501(c)(3) charitable nonprofit. Contributions are tax-deductible to the extent allowed by law. The deductible portion of your contribution is the amount paid, minus the fair market value of any goods or services provided. Information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 888-830-4989. The license is not an endorsement by the State.*



## Sponsor Benefits 2019 Statewide Conference, Winston-Salem

Current at August 30, 2019

	Presenting Sponsor	Lunch Sponsor	Deep-Dive Workshops	Kick-Off Reception	Concurrent Sessions	Refreshment Break Stations
	\$35,000	\$10,000	\$4,000	\$3,000	\$2,500	\$1,500
<b>Marketing Opportunities</b>						
<b>Complimentary</b> display ad in full color, printed Conference Program Book	1 page; outside back cover	1/2 page, prominent placement	1/2 page	1/4 page	1/4 page	New! 1/8 page ad
<b>Exhibit Booth</b> in Nonprofit Marketplace	1 complimentary booth	1 complimentary booth	\$100 discount to purchase	\$100 discount to purchase	\$100 discount to purchase	\$100 discount to purchase
<b>Recognition &amp; Market Visibility</b>						
<b>Signage</b> recognition at sponsored session or event	With logo; throughout conference	With logo; at room entry	With logo; at room entry	Logo; on table cards	With text; at room entry	Text; on table cards
<b>Recognition</b> in full color, printed Conference Program Book	Prominent logo	Logo	Logo	Text	Text; by session listing	Text Listing
<b>Social media marketing:</b> acknowledgements in emails and social media	Each post	Frequent	Frequent	Limited	Limited	
<b>Web marketing on</b> conference website	Logo on 1st landing page	logo, sponsor section only	logo, sponsor section only	logo, sponsor section only	logo, sponsor section only	
<b>Spoken acknowledgement</b>	At all plenary sessions	At event	At sponsored workshop	At event	At sponsored session	
<b>Projected on screens</b> recognition at sponsored session or event	Yes	Yes	Yes	Yes		
<b>Printed marketing collateral</b> (postcards)	Prominent logo, all postcards					
<b>Hospitality &amp; Access to Networks</b>						
<b>Complimentary registrations</b> (can be given to a favorite nonprofit)	8 One day registrations	4 One day registrations	3 One-day registrations	2 One-day registrations	2 One-day registrations	1 One-day registration
<b>Opportunity to promote a company service or message</b> to Center Members	Yes	Yes	Yes			
<b>Opportunity to speak</b> about your company at session	Yes; limit 2 minutes	Yes; limit 1 minute	Limited			
<b>Invitations to Breakfast Reception</b> (for sponsors and donors)	4 guests	4 guests	3 guests	2 guests	2 guests	1 guest
<b>List of conference attendees</b> (names and organizations only)	Yes	Yes	Yes	Yes	Yes	Yes
<b>Fair Market Value</b>	\$ 4,150	\$ 2,550	\$ 1,400	\$ 900	\$ 900	\$ 480