2022 Annual Nonprofit Conference

Date: Thursday, August 25, 2022
(Breakfast & Networking - 7:30am to 8:30am, Program - 8:30am to 4:15pm)
Location: Desert Willow Conference Center, 4340 E. Cotton Center Blvd., Phoenix, AZ 85040

Who is the Alliance of Arizona Nonprofits?
The Alliance of Arizona Nonprofits (Alliance) is a statewide organization whose mission is to unite, strengthen and advance Arizona’s nonprofit sector. The Alliance has more than 1,000 members and provides a variety of services including access to funding sources, capacity building, advocacy education, networking opportunities and more. Find out more at ArizonaNonprofits.org.

What is the Annual Nonprofit Conference?
The Alliance’s 2022 Annual Nonprofit Conference is the Alliance’s signature event offering a full day of professional development and networking opportunities to all nonprofit professionals and leaders from across Arizona. Attendees will gather to learn about current topics affecting the sector and take away knowledge for their organization’s future sustainability through presentations by keynote speakers, engaging breakout sessions and exceptional exhibitors.

Audience
- Alliance Nonprofit Members and Non-Members. Primarily Executive Directors, Key Staff and Board Chairs. Other professionals include COOs, CFOs, Development, Human Resources and Communications professionals, Program staff, Consultants, as well as Foundation staff.
- The size of organizations attending is almost equal across the board – ranging from small to large nonprofits with an average budget size is $250,000 to $5 million annually.
- We anticipate about 80% of attendees will be from Metro Phoenix, 10% will be from Southern Arizona, and 10% will be from Northern Arizona.

Exposure
Secure your sponsorship early to ensure maximum exposure. We will have significant communication from mid-May through late-August.

<table>
<thead>
<tr>
<th>Physical attendees</th>
<th>250-300</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-news</td>
<td>Bi-weekly to list of 10,000+ subscribers</td>
</tr>
<tr>
<td>Website</td>
<td>5,600 monthly website visits</td>
</tr>
<tr>
<td>Social media</td>
<td>Followers: Facebook-5,546; Instagram-1,418; LinkedIn-3,010; Twitter-5,291</td>
</tr>
</tbody>
</table>

Please contact Jennifer Purcell, SVP & Director of Development with additional questions. Email jenniferp@arizonanonprofits.org or call 602-279-9166.
## 2022 Annual Nonprofit Conference Schedule

**UPDATED SCHEDULE:**

**(6:30 – 7:30am)**  (Exhibitor Setup) Also available August 24 from 5-6pm.

7:30 – 8:30am  Registration, Exhibitor Booths, Networking, Breakfast
8:30 – 10:00am  Opening Plenary & Morning Keynote  
*Resilient Organizational Culture by Embedding Equity – Dr. S. Atyia Martin, All Aces*

10:00 – 10:15am  Break, Exhibitor Booths
10:15 – 11:30am  AM Breakout Sessions
11:30 – 12:30pm  Lunch, Exhibitor Booths, Networking
12:30 – 1:00pm  Luncheon Keynote  

1:00 – 1:30pm  Break, Exhibitor Booths
1:30 – 2:45pm  PM1 Breakout Sessions
2:45 – 3:00pm  Break, Exhibitor Booths
3:00 – 4:15pm  PM2 Breakout Sessions

**(3:00 – 5:00pm)**  (Exhibitor Tear Down)

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### Reserving Your Sponsorship, Exhibit Table or Advertising

**How do I reserve my sponsorship, exhibit table, advertising or even add additional sponsor/exhibit attendee?**

Please complete our form at [www.ArizonaNonprofits.org/EngageWithNPOS](http://www.ArizonaNonprofits.org/EngageWithNPOS). Upon receipt we will send you an invoice to make payment. If you are a partner member, you can send us a check or make your payment online by logging into your Alliance account. If you are not a partner member, you can send us a check or make your payment over the phone.
**SIGNATURE Sponsorship Opportunities**

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**Keynote Sponsor**  
$7,500 (2 available)

*Resilient Organizational Culture by Embedding Equity – Dr. S. Atyia Martin, All Aces*  
Participants will experience an engaging session on what a resilient and equitable organizational culture looks like. Dr. Martin will provide knowledge and tools for participants to play an active role in transforming their organizations.

An inspirational keynote that underscores seven important facets of personal leadership for visionary leaders.

**Benefits**

- First right of refusal for 2023
- Industry exclusivity
- Introduce one of the Keynote Speaker(s) and give brief opening remarks about your company *(1-2 minutes)*
- Inclusion of your logo or company name on the following event marketing:  
  - Website event page and registration page
  - Event email blasts *(all subscribers)*
  - Social media *(all four social media channels)*
  - Alliance general e-newsletter *(all subscribers)*
- Promotion of your logo or company name at the conference including:  
  - Main event A/V for keynotes and during breakfast & lunch in main hall
  - Verbal recognition from the stage
  - Schedule of events handout
  - Event signage throughout venue
- Priority placement of your attendees at all keynote sessions
- Full-page color ad in digital conference program *(sponsor to provide 8.5”w x 11”h ad; $600 value)*
- Digital ad in general e-newsletter (6x) *(sponsor to provide 600x160; $1,400 value)*
- Podcast ad :60 sec (6x) *(scripting provided by sponsor; $650 value)*
- Flyer and promotional item in conference bag *(sponsor to provide 300 of each 8.15.22)*
- Flyer and promotional item on main hall tables *(sponsor to provide 300 of each by 8.15.22)*
- Educational article about your products/services for inclusion in an upcoming Alliance general e-newsletter *(content must be educational & pre-approved by Alliance)*
- (4) Conference admissions *($636 value; additional $109 each)*
- Premier exhibit table *(includes 6 ft draped table, chair in conference foyer; $750 value)*
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website

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Please contact Jennifer Purcell, SVP & Director of Development with additional questions.  
Email jenniferp@arizonanonprofits.org or call 602-279-9166.
**Signature Education Sponsor**

$5,000 (3 available)

**Benefits**

- Industry exclusivity
- Introduce up to three educational sessions of your choice and give brief opening remarks about your company *(1-2 minutes)*
- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts *(all subscribers)*
  - Social media *(all four social media channels)*
  - Alliance general e-newsletter *(all subscribers)*
- Promotion of your logo or company name at the conference including:
  - Main event A/V and during breakfast & lunch in main hall
  - Verbal recognition from the stage
  - Schedule of events handout
  - Event signage throughout venue
- Priority placement of attendees at keynote sessions
- Half-page, color ad in digital conference program *(sponsor to provide 7.75"w x 5"h; $350 value)*
- Digital ad in general e-newsletter (3x) *(sponsor to provide 600x160; $725 value)*
- Podcast ad :30 sec (6x) *(scripting provided by sponsor; $500 value)*
- Flyer or promotional items on main hall tables *(sponsor to provide 300 of each by 8.15.22)*
- (2) Conference admissions *($318 value; additional $109 each)*
- Premier exhibit table *(includes 6 ft draped table, chair in conference foyer; $750 value)*
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website
SUPPORTING Sponsorship Opportunities

Champion of Introductions
Lanyard Sponsor $3,500 (1 available)

Benefits
- Promotion of your logo or company name at the conference including:
  - Attendee name badge lanyards—Your company will be the exclusive logo on lanyards
  - Main event A/V & Verbal recognition from the stage
  - Schedule of events handout
  - Event signage throughout venue
- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (all subscribers)
  - Social media (all four social media channels)
  - Alliance general e-newsletter (all subscribers)
- Quarter-page, color ad in digital conference program *(sponsor to provide 3.75”x 5” ad; $200 value)*
- Digital ad in general e-newsletter (1x) *(sponsor to provide 600x160; $275 value)*
- Flyer or promotional item in conference bag *(sponsor to provide 300 of each by 8.15.22)*
- (1) Conference Admission *($159 value; additional $109 each)*
- Standard exhibit table *(includes 6 ft draped table, chair in conference foyer; $550 value)*
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website

Champion of Connectivity
Wi-Fi Sponsor $3,500 (1 available)

Benefits
- Promotion of your logo or company name at the conference including:
  - Your company name will be used as part of the Wi-Fi password for conference which will be widely promoted throughout the conference
  - Main event A/V & Verbal recognition from the stage
  - Schedule of events handout
  - Event signage throughout venue
- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (all subscribers)
  - Social media (all four social media channels)
- Quarter-page, color ad in digital conference program *(sponsor to provide 3.75”x 5” ad; $200 value)*
- Flyer or promotional item in conference bag *(sponsor to provide 300 of each by 8.15.22)*
- (1) Conference Admission *($159 value; additional $109 each)*
- Standard exhibit table *(includes 6 ft draped table, chair in conference foyer; $550 value)*
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website

Please contact Jennifer Purcell, SVP & Director of Development with additional questions. Email jenniferp@arizonanonprofits.org or call 602-279-9166.
SUPPORTING Sponsorship Opportunities Continued...

Champion of Technology
Digital Program & A/V Sponsor

$2,500 (2 available)

Benefits
• Inclusion of your logo or company name on the following event marketing:
  o Website event page and registration page
  o Event email blasts (all subscribers)
  o Social media (all four social media channels)
• Promotion of your logo or company name at the conference including:
  o Main event A/V
  o Schedule of events handout
  o Main event signage
• Full-page, color ad in digital conference program (sponsor to provide 8.5”w x 11’h ad; $600 value)
• (1) Conference Admission ($159 value; additional $109 each)
• Standard exhibit table (includes 6 ft draped table, chair in conference foyer; $550 value)

Champion of SWAG
SWAG Bag Sponsor

$2,500 (3 available)

Benefits
• Inclusion of your logo or company name on the following event marketing:
  o Website event page and registration page
  o Event email blasts (all subscribers)
  o Social media (all four social media channels)
• Promotion of your logo or company name at the conference including:
  o Main event A/V
  o Schedule of events handout
  o Main event signage
• Flyer and promotional item on main hall tables (sponsor to provide 300 of each by 8.15.22)
• Flyer and promotional item in conference bag (sponsor to provide 300 of each 8.15.22)
• (1) Conference Admission ($159 value; additional $109 each)
• Standard exhibit table (includes 6 ft draped table, chair in conference foyer; $550 value)
Champion of Munchies
Breakfast, Lunch & Break Sponsor

$1,500 (4 available)

Benefits

• Inclusion of your logo or company name on the following event marketing:
  o Website event page and registration page
  o Event email blasts (all subscribers)
• Promotion of your logo or company name at the conference including:
  o Signs in café/buffet where all meals, snacks and beverages are served
  o A/V screen during breakfast & lunch in main hall
  o Schedule of events handout
• Quarter-page, color ad in digital conference program (sponsor to provide 3.75"w x 5"h ad; $200 value)
• (1) Conference Admission ($159 value; additional $109 each)
Exhibitor Opportunities

As an exhibitor, you will have access to 250-300 nonprofit professionals and leaders. In order to give exhibitors the most exposure, we have built in exhibitor time with networking and break times in the foyer of the facility which attendees must pass through between keynotes and breakout sessions.

Exhibitors and sponsors will be provided with a list of attendees who have opted-in to receive sponsor/exhibitor information. For this reason, we encourage ALL exhibitors to provide a drawing of some sort to gather contacts as well. Reserve your spot HERE.

<table>
<thead>
<tr>
<th>MEMBERS</th>
<th>Price</th>
<th>Admission Included*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier</td>
<td>$550</td>
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</tr>
<tr>
<td>Standard PLUS</td>
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<td>1</td>
</tr>
<tr>
<td>Standard</td>
<td>$350</td>
<td>1</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NON-MEMBERS</th>
<th>Price</th>
<th>Admission Included*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier</td>
<td>$750</td>
<td>1</td>
</tr>
<tr>
<td>Standard PLUS</td>
<td>$650</td>
<td>1</td>
</tr>
<tr>
<td>Standard</td>
<td>$550</td>
<td>1</td>
</tr>
</tbody>
</table>

ADDITONAL Exhibitor/Sponsor Tickets* $109 per person/per day
Additional representatives from your company can be added for a courtesy rate of $109 each which includes all meals, snacks, and beverages throughout day and opportunity to attend sessions/keynotes.

Premier Exhibitor

<table>
<thead>
<tr>
<th>Member Rate</th>
<th>$550</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Member Rate</td>
<td>$750</td>
</tr>
</tbody>
</table>

Premier Exhibitor Benefits:
- Premier location for exhibit table
- Promotional item in conference bag *(exhibitor to provide 300 by 8.15.22)*
- **Bolded** listing as an exhibitor on the schedule of events handout
- Exhibit table *(includes 6 foot draped table and chair in conference foyer)*
- (1) admission includes all meals and breaks *(value $159; additional $109 each)*

Standard PLUS Exhibitor

<table>
<thead>
<tr>
<th>Member Rate</th>
<th>$450</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Member Rate</td>
<td>$650</td>
</tr>
</tbody>
</table>

Standard Exhibitor Benefits:
- Promotional item in conference bag *(exhibitor to provide 300 by 8.15.22)*
- Listing as an exhibitor in the schedule of events handout
- Exhibit table *(includes 6 foot draped table and chair in conference foyer)*
- (1) admission includes all meals and breaks *(value $159; additional $109 each)*

Please contact Jennifer Purcell, SVP & Director of Development with additional questions. Email [jenniferp@arizonanonprofits.org](mailto:jenniferp@arizonanonprofits.org) or call 602-279-9166.
**Standard Exhibitor**

Member Rate  $350  
Non-Member Rate  $550  

*Standard Exhibitor Benefits:*
- Listing as an exhibitor in the schedule of events handout
- Exhibit table *(includes 6 foot draped table and chair in conference foyer)*
- (1) admission includes all meals and breaks *(value $159; additional $109 each)*

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**Desert Willow Conference Center**

Orange tables = Premier  
Blue tables = Standard  
Yellow tables = Reserved

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Sponsor & Exhibitor Details

Event:  Alliance of Arizona Nonprofits – 2022 Annual Nonprofit Conference
Dates:  Thursday, August 25, 2022 - 7:30am to 4:15pm
Location: Desert Willow Conference Center – www.desertwillowconferencecenter.com
4340 E. Cotton Center Blvd.
Phoenix, AZ 85040

Booth set-up times:  Wednesday, August 24 – 5:00-6:00pm NEW!
                    Thursday, August 25 – 6:30-7:30am
Booth tear-down time:  Thursday, August 25 – 2:30-5:00pm

Miscellaneous:
• Complimentary Wi-Fi will be available in the exhibitor area
• Electricity available upon request (request via form – link provided below)
• Please contact the Alliance if you have additional exhibitor needs – costs will be dependent upon services needed

Reservations & Payment:
Sponsor and exhibitor reservations can be made using our form located at www.arizonanonprofits.org/EngageWithNPOs. Once we have received your reservation form, we will provide the option to pay via credit (online) or via check (by mail). Make checks payable to: Alliance of Arizona Nonprofits, 333 E. Osborn Road, Suite 245, Phoenix, AZ 85083. Payment due no later than Monday, August 15, 2022.

Courtesy Hotels:
Available upon request.

Booth Shipping:
If you are in need of shipping your booth materials to the Desert Willow Conference Center prior to our 2022 Annual Conference, you may ship to the address below. Desert Willow Conference Center accepts deliveries Monday through Friday between 8:00am and 5:00pm.

Desert Willow Conference Center
Attn: Susan Armentrout
4340 E. Cotton Center Blvd. Suite 100
Phoenix, AZ 85040

Please write: “Hold for Alliance for Arizona Nonprofits Conference 8/25/22” on the shipping label.

To ship back materials, exhibitors need to call for pick-up of items and leave materials at front desk upon packing up at the end of the conference. Desert Willow cannot call for pick-ups. Deliveries can only be picked up Monday through Friday between 8:00am and 5:00pm. Please be sure to have correct forms available for pick-ups.

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