



## 2019 Annual Conference

- Day One:** Wednesday, August 21, 2019  
*(Tentative: Breakfast & Networking - 7:30am to 9:00am, Program - 9:00am to 4:00pm)*
- Day Two:** Thursday, August 22, 2019  
*(Tentative: Breakfast & Networking - 7:30am to 9:00am, Program - 9:00am to 4:00pm)*
- Location:** Desert Willow Conference Center, 4340 E. Cotton Center Blvd., Phoenix, AZ 85040

### What 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.

### What is the Annual Nonprofit Conference?

The Alliance’s 2019 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 insure maximum exposure. We will begin aggressive promotion beginning mid-June and continuing weekly through mid-August.

Physical attendees	350-500 (over two days)
E-news	Bi-weekly to list of 8,200+ subscribers
Website	9,000 monthly website visits
Social media	Exposure to nearly 8,000 followers



## SIGNATURE Sponsorship Opportunities



### Key Sponsor

Full Conference Sponsor

\$10,000

#### Benefits

- First right of refusal for 2020
- Industry exclusivity
- Introduce Day 2 Luncheon 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 (8,000 subscribers)
  - Social media (2,700 Facebook friends, 5,000 Twitter followers)
  - Alliance Connector newsletter (8,000 subscribers)
- Promotion of your logo or company name at the conference including:
  - Main event A/V
  - A/V screen during breakfast & lunch in main hall
  - Printed program
  - Main event signage
  - Signs in café/buffet where all meals, snacks and beverages are served
  - Verbal recognition from the stage
- Table signage and priority placement of attendees at all keynote sessions
- Inside front cover, full-page color ad in conference program (sponsor to provide ad)
- Flyer and promotional item in conference bag (sponsor to provide 400 of each)
- Flyer and promotional item on main hall tables (sponsor to provide 400 of each)
- Box ad on Alliance website for two months (sponsor to provide ad)
- Educational article about your products/services for inclusion in an upcoming Alliance Connector newsletter (content must be educational & pre-approved by Alliance)
- (4) Two-day conference admissions (\$1,076 value)
- Exhibit table for Day 1 and Day 2 (includes 6 ft draped table, chair in conference foyer - \$1,200 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





## **Signature Sponsor – Day 1**

**Sponsor of Day 1**

**\$5,000 (2 available)**

### **Benefits**

- Industry exclusivity
- Introduce Day 1 Plenary Speaker 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 (*8,000 subscribers*)
  - Social media (*2,700 Facebook friends, 5,000 Twitter followers*)
  - Alliance Connector newsletter (*8,000 subscribers*)
- Promotion of your logo or company name at the conference including:
  - Main event A/V
  - A/V screen during morning keynote sessions
  - Printed program
  - Main event signage
  - Verbal recognition from the stage
- Table signage and priority placement of attendees at keynote sessions
- Half-page, color ad in conference program (*sponsor to provide ad*)
- Flyer or promotional items on main hall tables (*sponsor to provide 400 of each*)
- Box ad on Alliance website for two months (*sponsor to provide ad*)
- (2) Day 1 conference admissions (*\$338 value*)
- Exhibit table for Day 1 (*includes 6 ft draped table, chair in conference foyer - \$600 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



## **Signature Sponsor – Day 2**

**Sponsor of Day 2**

**\$5,000 (2 available)**

### **Benefits**

- Industry exclusivity
- Introduce Day 2 Plenary Speaker 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 (*8,000 subscribers*)
  - Social media (*2,700 Facebook friends, 5,000 Twitter followers*)
  - Alliance Connector newsletter (*8,000 subscribers*)
- Promotion of your logo or company name at the conference including:
  - Main event A/V
  - A/V screen during morning keynote sessions
  - Printed program
  - Main event signage
  - Verbal recognition from the stage
- Table signage and priority placement of attendees at keynote sessions
- Half-page, color ad in conference program (*sponsor to provide ad*)
- Flyer or promotional items on main hall tables (*sponsor to provide 400 of each*)
- Box ad on Alliance website for two months (*sponsor to provide ad*)
- (2) Day 2 Conference admissions (*\$338 value*)
- Exhibit table for Day 2 (*includes 6 ft draped table, chair in conference foyer - \$600 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 on Both Days

**\$3,500 (1 available)**

#### Benefits

- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (2,700 Facebook friends, 5,000 Twitter followers)
  - Alliance Connector newsletter (8,000 subscribers)
- Promotion of your logo or company name at the conference including:
  - Attendee name badge lanyards – Your company will be the exclusive sponsor logo/name on the lanyards.
  - Main event A/V
  - Printed program
- Quarter-page, color ad in conference program (*sponsor to provide ad*)
- Flyer or promotional item in conference bag (*sponsor to provide 400 of each*)
- Box ad on Alliance website for two months (*sponsor to provide ad*)
- (1) Two Day Conference Admission (\$269 value)
- Exhibit table for Day 2 (*includes 6 ft draped table, chair in conference foyer - \$600 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 on Both Days

**\$3,500 (1 available)**

#### Benefits

- Brief opening remarks during one of the conference plenary sessions (1-2 minutes)
- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (2,700 Facebook friends, 5,000 Twitter followers)
- 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
  - Printed program
  - Main event signage
  - Verbal recognition from the stage
- Flyer or promotional item in conference bag (*sponsor to provide 400 of each*)
- (1) Two Day Conference Admission (\$269 value)
- Exhibit table for Day 2 (*includes 6 ft draped table, chair in conference foyer - \$600 value*)



**→→→ Champion of Information**

**Printing Sponsor on Both Days**

**\$2,500 (2 available)**

**Benefits**

- Inclusion of your logo or company name on the following event marketing:
    - Website event page and registration page
    - Event email blasts (8,000 subscribers)
    - Social media (2,700 Facebook friends, 5,000 Twitter followers)
  - Promotion of your logo or company name at the conference including:
    - Main event A/V
    - Printed program
    - Main event signage
  - Full-page, color ad in conference program (*sponsor to provide ad*). \*Upgrade to back cover of program for an addition \$500 (only one opportunity available in this category)
  - Box ad on Alliance website for two months (*sponsor to provide ad*)
  - (1) Two Day Conference Admission (\$269 value)
  - Exhibit table for Day 2 (*includes 6 ft draped table, chair in conference foyer - \$600 value*)
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**→→→ Champion of SWAG**

**SWAG Bag Sponsor on Both Days**

**\$2,500 (2 available)**

**Benefits**

- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (2,700 Facebook friends, 5,000 Twitter followers)
- Promotion of your logo or company name at the conference including:
  - Main event A/V
  - Printed program
- Flyer **and** promotional item in conference bag (*sponsor to provide 400 of each*)
- Box ad on Alliance website for two months (*sponsor to provide ad*)
- (1) Two Day Conference Admission (\$269 value)
- Exhibit table for Day 2 (*includes 6 ft draped table, chair in conference foyer - \$600 value*)

**→→→ Champion of Munchies**

**Breakfast, Lunch & Break Sponsor on Both Days**

**\$1,500 (4 available)**

**Benefits**

- Inclusion of your logo or company name on the following event marketing:
    - Website event page and registration page
    - Event email blasts (*8,000 subscribers*)
  - Promotion of your logo or company name at the conference including:
    - Signs in café/buffet where all meals, snacks and beverages are served
    - A/V screen during breakfast & lunch in main hall
    - Printed program
  - Quarter-page, color ad in conference program (*sponsor to provide ad*)
  - (1) Two Day Conference Admission (*\$269 value*)
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**→→→ Champion of Knowledge**

**Breakout Sponsor on Day 2 (Choose 1 of 12 sessions)**

**\$750 (12 available)**

**Benefits**

- Sponsor one of the 12 morning or afternoon breakout session speakers (*breakout sessions will be chosen according to a first come, first serve policy*)
  - Introduce the speaker of your chosen breakout session and speak for one minute about your company
  - Inclusion of your logo or company name on the following event marketing:
    - Website event page and registration page
    - Event email blasts (*8,000 subscribers*)
  - Flyer or promotional items on main hall tables (*sponsor to provide 400 of each*)
  - (1) Day 2 conference admission (*\$169 value*)
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**Exhibiting Opportunities will be made available by the end of March.**

