



Association of Advancement  
Services Professionals

Fueling nonprofits. Advancing careers.

2019 **aasp**

Sponsor Prospectus

Gain exposure to over 1,300 **aasp** members and thousands more industry professionals connected through **aasp**'s various channels.

## Sponsoring with **aasp**

**aasp** is pleased to offer valued sponsorship opportunities designed to maximize exposure within the organization and the advancement services industry and provide a strong return on investment.

### SUMMIT SPONSORSHIP

Interact with nearly 600 attendees at **aasp**'s premier educational and networking event in Chicago.

### REGIONAL SYMPOSIA SPONSORSHIP

Gain exposure to over 250 advancement services professionals taking part in our 2019 regional events across the country.

### SURVEY SPONSORSHIP

Take part in the release of highly anticipated survey results.

### DIGITAL SPONSORSHIP

Sponsor our heavily trafficked FundSvcs Listserv or advertise on the **aasp** website.

## Customize Your Sponsorship

**aasp** recognizes that each sponsoring organization has unique interests and needs. Contact **aasp** to customize a sponsorship package of available opportunities that will maximize your exposure and stay within your budget.

To customize a package, contact **aasp** at [aaspadmin@advserv.org](mailto:aaspadmin@advserv.org) or 651-968-8382.

## About **aasp** and the **aasp** Member

**aasp** is the preeminent network of current and aspiring leaders in advancement services who inform the strategy and direct the operations that fuel and fund nonprofit organizations.

As the only association focused exclusively on bringing a big-picture perspective to the full scope of advancement services across all nonprofit sectors, **aasp** serves as an authority on best practices, an advocate for the field and an incubator of innovation.

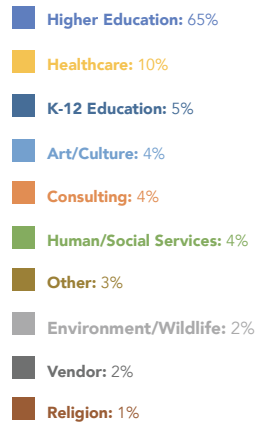
In a rapidly growing and evolving profession charged with managing and leveraging vast amounts of data and information, **aasp** provides education and tools to help members tackle what's now and prepare for what's next—from emerging technologies to regulatory changes and risk mitigation to systems integration.

Through the association, passionate professionals forge connections and access resources that strengthen both the field and their individual careers, ultimately cultivating a healthier, more vibrant nonprofit sector.

## Key Duties of Advancement Services Professionals

- > Facilitate fundraising, gift processing, constituent tracking, relationship management, fund management and stewardship
- > Provide the essential infrastructure of the advancement enterprise
- > Position their front-line colleagues (fundraisers, alumni officers, etc.) for success in relationships with donors, potential donors, volunteers and other supporters
- > Minimize risks that management incurs by accurately recording and reporting fundraising information and by securely managing sensitive data
- > Understand, explain and apply all regulations and guidelines governing fundraising, gift processing and gift accounting (IRS, CASE, FASB/GASB, etc.)
- > Stay current with trends in philanthropy and with the technical developments that apply to the profession; communicate and lead their organizations in applying these developments

The majority of **aasp** members are employed by higher education institutions, followed by healthcare organizations.



The **aasp** Summit, first held in 2008, is the annual signature event for the association, attracting nearly 600 advancement services professionals.

### Summit 2019

#### Headed to the Cloud: Breaking Barriers in Support of Philanthropy

September 9–11, 2019

Hilton Chicago  
720 South Michigan Avenue  
Chicago, Illinois 60605

### Why Become a Summit 2019 Sponsor?

- > Our Summit location at the Chicago Hilton offers prime exhibitor location in the center of all Summit activity.
- > **aasp** sponsorship packages enable sponsors to be among the largest and most influential group of advancement services professionals from all nonprofit sectors, including arts and culture, healthcare, higher education, environmental causes and national and regional organizations in the country and beyond.

> Sponsors can count on receiving in-depth knowledge of the trends and progress of the advancement services profession at the Summit. As a Summit 2019 sponsor, you will have direct access to industry decision-makers and clients most important to your company, and you'll meet others who can benefit from the services your company provides.

> The **aasp** board, its founding members and past Summit attendees will be on hand to make introductions to ensure that you or your company representatives can make the most of the time spent at Summit. You'll have high visibility, preferred seating at select events, and public recognition for your contributions.

### Summit Attendance

2008 – 85	2014 – 360
2009 – 150	2015 – 444
2010 – 200	2016 – 472
2011 – 230	2017 – 560
2012 – 260	2018 – 580
2013 – 335	

# 2018 Sponsors

## PREMIER



## EXECUTIVE SESSION



## PLATINUM



## DIAMOND



## MOBILE APP



## TRACK



## GOLD



## SILVER



Space is limited to **32 booths**. Sign up early before space runs out!

## Summit Sponsorship Opportunities

Elevate your company's visibility through our various recognition benefits:

### **PREMIER SPONSOR: \$15,000 (Exclusive)**

Welcome attendees to the summit and introduce opening keynote speakers.

#### *Pre-event Benefits:*

- ✓ (1) sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (4) complimentary **aasp** memberships
- ✓ (1) mobile app push notification

#### *On-site Benefits:*

- ✓ Welcome attendees at the opening of the summit, introduce keynote speaker
- ✓ Complimentary 90-minute Demo Room time slot
- ✓ Logo recognition in on-site program
- ✓ Signage at the event recognizing level of support
- ✓ One-page chair drop at general session
- ✓ Registration for (4) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app push notification
- ✓ (1) mobile app promoted post with extended-length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ (1) sponsored e-blast to participants

### **PLATINUM SPONSOR: \$12,500 (Exclusive)**

Sponsor the President's Reception.

#### *Pre-event Benefits:*

- ✓ (1) sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (4) complimentary **aasp** memberships
- ✓ (1) mobile app push notification

#### *On-site Benefits:*

- ✓ Provide remarks at President's Reception
- ✓ Complimentary 90-minute Demo Room time slot
- ✓ Logo recognition on printed materials
- ✓ Signage at the President's Reception recognizing your level of support
- ✓ Flyer displayed in meeting registration area
- ✓ Registration for (4) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app promoted post with extended-length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ Sponsored e-blast to participants

### **EXECUTIVE SESSION: \$12,500 (Exclusive)**

Sponsor the Executive Session.

#### *Pre-event Benefits:*

- ✓ (1) sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (4) complimentary **aasp** memberships
- ✓ (1) mobile app push notification

#### *On-site Benefits:*

- ✓ Provide remarks at Executive Session
- ✓ Complimentary 90-minute Demo Room time slot
- ✓ Logo recognition on printed materials
- ✓ Signage at the Executive Session recognizing your level of support
- ✓ One-page chair drop at Executive Session
- ✓ Registration for (4) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app promoted post with extended-length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ (1) sponsored e-blast to participants

### **DIAMOND SPONSOR: \$10,000 (Exclusive)**

Sponsor the Awards Lunch & Annual Meeting of the Society.

#### *Pre-event Benefits:*

- ✓ (1) sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (3) complimentary **aasp** memberships
- ✓ (1) mobile app push notification

#### *On-site Benefits:*

- ✓ Provide remarks at the Awards Lunch and Annual Meeting & Presentation of Awards to recipients by sponsor representative
- ✓ Logo recognition on printed materials
- ✓ Signage at the event recognizing level of support
- ✓ One-page chair drop during luncheon
- ✓ Registration for (3) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app promoted post with extended-length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ (1) sponsored e-blast to participants

## Summit Sponsorship Opportunities continued

### **GOLD SPONSOR: \$7,500** (Limited availability)

Sponsor one of the Panel Sessions of the summit.

#### *Pre-event Benefits:*

- ✓ (1) Sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (2) complimentary **aasp** membership

#### *On-site Benefits:*

- ✓ Introduce the Panel Session speaker and provide remarks to the audience
- ✓ Logo recognition on printed materials
- ✓ Signage at the event recognizing level of support
- ✓ One-page chair drop at sponsored event
- ✓ Registration for (2) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app promoted post with extended length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ (1) Sponsored e-blast to participants

### **NEWCOMER'S SESSION: \$7,500** (Exclusive)

Sponsor the Newcomer's Session.

#### *Pre-event Benefits:*

- ✓ (1) sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (2) complimentary **aasp** memberships

#### *On-site Benefits:*

- ✓ Provide remarks at Newcomer's Session
- ✓ Logo recognition on printed materials
- ✓ Signage at the Newcomer's Session recognizing your level of support
- ✓ One-page chair drop at Newcomer's Session
- ✓ Registration for (2) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app promoted post with extended-length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ (1) sponsored e-blast to participants

### **SUMMIT MOBILE APP SPONSOR: \$7,500** (Exclusive)

Summit attendees are heavy users of the event mobile app. Put your company at the forefront.

- ✓ Exclusive, dedicated section in app menu with company logo as menu icon
- ✓ Promoted posts (with image and link) – (1) before, (1) during, (1) after
- ✓ Push notifications – (1) before, (1) during, (1) after
- ✓ (1) Attendee poll to app users – appears on top of activity feed
- ✓ Company logo in all app promotion emails, in program and on web page
- ✓ Draped tabletop exhibit with registration for (2) representatives
- ✓ Sponsorship ribbon on name tag
- ✓ (2) complimentary **aasp** memberships

### **WORKSHOPS SPONSOR: \$7,500** (Limited availability)

Includes sponsorship of a pre-Summit workshop outside of Newcomer's and Executive Sessions.

#### *Pre-event Benefits:*

- ✓ (1) sponsored e-blast to participants
- ✓ Logo recognition on **aasp** website
- ✓ Pre-summit mailing list one month prior to meeting
- ✓ (2) complimentary **aasp** memberships

#### *On-site Benefits:*

- ✓ Provide remarks at Workshops
- ✓ Logo recognition on printed materials
- ✓ Signage at the Workshops recognizing your level of support
- ✓ One-page chair drop at Workshops
- ✓ Registration for (2) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall
- ✓ (1) mobile app promoted post with extended-length description in mobile app

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit
- ✓ (1) sponsored e-blast to participants

### **TRACK SPONSOR: \$4,200** (5 available)

Sponsor one of the five educational tracks.

#### *Pre-event Benefits:*

- ✓ Logo recognition on **aasp** website
- ✓ (1) complimentary **aasp** membership

#### *On-site Benefits:*

- ✓ Host an educational track session room and provide remarks at the beginning of the session
- ✓ Logo recognition on printed materials
- ✓ Signage at the event recognizing level of support
- ✓ Registration for (2) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall

#### *Post-event Benefits:*

- ✓ Summit attendee mailing list provided after the Summit

### **CHARGING STATION SPONSOR: \$3,000** (Exclusive)

- ✓ Logo featured on summit charging station
- ✓ Logo recognition on **aasp**'s website
- ✓ Logo recognition on on-site printed materials and printed app
- ✓ Summit attendee mailing list provided after the Summit

### **HOTEL KEY CARD SPONSOR: \$3,000** (Exclusive)

- ✓ Logo featured on attendee's hotel key cards
- ✓ Logo recognition on **aasp**'s website
- ✓ Logo recognition on on-site printed materials and printed app
- ✓ Summit attendee mailing list provided after the Summit

### **LANYARD SPONSOR: \$3,000** (Exclusive)

- ✓ Logo featured on summit lanyard (lanyard provided by **aasp**)
- ✓ Logo recognition on **aasp**'s website
- ✓ Logo recognition on on-site printed materials and printed app
- ✓ Summit attendee mailing list provided after the Summit

## Summit Sponsorship Opportunities continued

### SILVER SPONSOR: \$2,500

#### Exhibit Booth and Exposure

##### Pre-event Benefits:

- ✓ Logo recognition on **aasp** website
- ✓ (1) complimentary **aasp** membership

##### On-site Benefits:

- ✓ Logo recognition on printed materials
- ✓ Signage at the event recognizing level of support
- ✓ Registration for (2) representatives (additional representatives at the special member rate)
- ✓ Sponsorship ribbon on name tag
- ✓ Draped tabletop exhibit space in exhibit hall

##### Post-event Benefits:

- ✓ Summit attendee mailing list provided after the Summit

### BREAKFAST SPONSOR: \$1,500 (3 available)

#### Sponsor breakfast on Monday, Tuesday, or Wednesday.

- ✓ Logo featured on summit breakfast stations
- ✓ Logo recognition on **aasp**'s website
- ✓ Logo recognition on on-site printed materials and printed app

### BREAK SPONSOR: \$1,000 (3 available)

#### Sponsor a break on Monday, Tuesday, or Wednesday.

- ✓ Logo featured on summit break stations
- ✓ Logo recognition on **aasp**'s website
- ✓ Logo recognition on on-site printed materials and printed app

### PRIVATE DEMO ROOM: \$300 (90-MINUTE BLOCK)

Located next to the Exhibit Hall and featuring smart technology and intuitive design, the Demo Room is the perfect place to showcase your latest product offering to attendees in a private environment. Available in 90-minute time slots for track-level-and-above sponsors. Premier, Platinum and Executive Session sponsors receive a complimentary Demo Room time slot. A form will be sent upon purchase to select your time slot.

## SPONSORSHIP AGREEMENTS

**Reservation/Cancellation Policy** – All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until **aasp** receives payment. Cancellations must be received in writing to the **aasp** office by July 15, 2019 to receive a 50% refund. No refunds will be made after that date.

**Audio/Video Policy** – Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

## aasp Strategic Partnership Committee

**David Lawson**  
Chair

**Thomas Chaves**  
Board Liaison

**Todd Blandford**

**Joshua LaBorde**

**Bob Sands**

**Mary Ehart**

**Charlotte McGhee**

**Mary Carole Starke**

**Donna Freddolino**

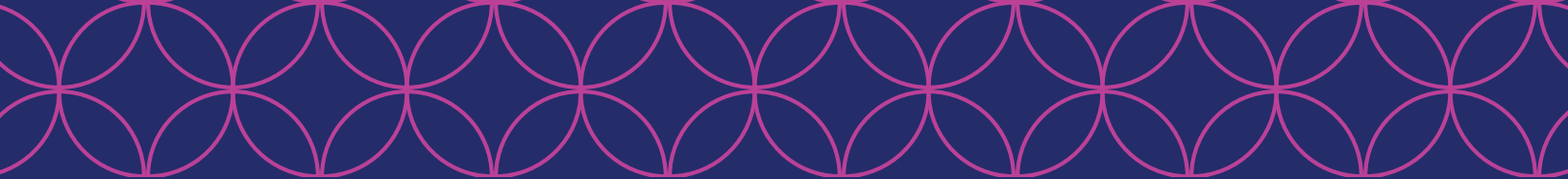
**Vicky Medlock**

**Shomari White**

**Michelle R. Hussey**

**Chris Pipkins**

**Meredith Winter**



## Vendor layout

Hilton Chicago



## Exhibit Hall

Exhibit Hall located at the center of Summit activity, surrounded by breakout session rooms. All networking breaks, offering attendees beverages and food, will take place in the Exhibit Hall. **Space is limited to 32 booths.**



To inquire about sponsorship opportunities, contact **aasp** at [aaspadmin@advserv.org](mailto:aaspadmin@advserv.org) or **651-968-8382**.

Registration also available online at [www.advserv.org](http://www.advserv.org).



# Summit 2019 Sponsor Registration Form

## Contact Information

Contact Name \_\_\_\_\_ Company Name \_\_\_\_\_  
 Email Address \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Company you prefer to not be next to in the exhibit hall. (\*we cannot guarantee these requests)

First time sponsoring at the Summit?  Yes  No

### For Our Mobile App

Company Description

\_\_\_\_\_

\_\_\_\_\_

Company Website \_\_\_\_\_ Company Facebook URL \_\_\_\_\_  
 Company Twitter Handle \_\_\_\_\_ Company LinkedIn URL \_\_\_\_\_

Please upload your company logo at [advserv.org/logo-submission-form](http://advserv.org/logo-submission-form).

## Please indicate sponsorship level

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Premier Sponsor: <input type="checkbox"/> \$15,000<br/>                 Platinum Sponsor: <input type="checkbox"/> \$12,500<br/>                 Executive Session: <input type="checkbox"/> \$12,500<br/>                 Diamond Sponsor: <input type="checkbox"/> \$10,000<br/>                 Gold Sponsor: <input type="checkbox"/> \$7,500<br/>                 Newcomer's Session: <input type="checkbox"/> \$7,500<br/>                 Summit Mobile App Sponsor: <input type="checkbox"/> \$7,500<br/>                 Workshops Sponsor: <input type="checkbox"/> \$7,500</p> | <p>Track Sponsor: <input type="checkbox"/> \$4,200<br/>                 Charging Station Sponsor: <input type="checkbox"/> \$3,000<br/>                 Hotel Key Card Sponsor: <input type="checkbox"/> \$3,000<br/>                 Lanyard Sponsor: \$3,000<br/>                 Silver Sponsor: \$2,500<br/>                 Breakfast Sponsor: \$1,500 <input type="checkbox"/> Mon. <input type="checkbox"/> Tues. <input type="checkbox"/> Wed.<br/>                 Break Sponsor: \$1,000 <input type="checkbox"/> Mon. <input type="checkbox"/> Tues. <input type="checkbox"/> Wed.<br/>                 Private Demo Room: <input type="checkbox"/> \$300</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Payment Information

**TOTAL:** \$ \_\_\_\_\_  Check (payable to **aasp**)  Visa  Mastercard  American Express  Discover

*Payment must accompany application to guarantee sponsorship. If paying by credit card, all fields below are required.*

Name (as it appears on card) \_\_\_\_\_  
 Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_  
 Email Address \_\_\_\_\_ Phone \_\_\_\_\_  
 Address (if different than above) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Reservation/Cancellation Policy** – All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until **aasp** receives payment. Cancellations must be received in writing to the **aasp** office by July 15, 2019 to receive a 50% refund. No refunds will be given after that date.

**Audio/Video Policy** – Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

**PCI Compliance** – Please do not send credit card information via email. Per standard by the Payment Card Industry, **aasp** has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).

### Mail/Fax with payment to:

Association with Advancement Services Professionals (**aasp**)  
 1000 Westgate Drive, Suite 252, St. Paul, Minnesota 55114  
 Fax: 651-290-2266 | Phone: 651-968-8382

**Questions?** Contact Blake Finger at [blakef@ewald.com](mailto:blakef@ewald.com) or 651-288-3423.

(For office use only)

initials		fin.
date		
CK/CC		
paid		