



**Association of Advancement  
Services Professionals**

Fueling nonprofits. Advancing careers.

**aasp 2020 Virtual Summit**  
**VIRTUAL SPONSOR PROSPECTUS**  
**October 19–22, 2020**

# SPONSOR 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.

This year, **aasp** is taking the extraordinary measure of offering both its Summer Series and Annual Summit virtually. With no physical constraints, we now have the opportunity to connect more colleagues to the thought leadership, best practices, trends and innovations, and networking that our educational events always deliver—in a reimagined format.

All 2020 virtual events are free to **aasp** members, so we anticipate more registrants, more engagement, and more networking within our advancement services community.

## Why Sponsor with **aasp**?

1

Our 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.

2

As an **aasp** 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.

3

Sponsors will be an integral part of the Virtual Summit experience. Attendees will be encouraged to visit your booth through AI-powered interest matching and in-event communications with attendees. Sponsors will also be recognized throughout the event including at general sessions.

## About our Association

**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.

### Mission Statement

We strengthen the field of advancement services and the careers of individual professionals by connecting, informing and empowering a network of current and aspiring advancement services leaders.

### Vision Statement

We envision a successful future for all nonprofits, advanced by the contributions of our diverse and extensive network of advancement services professionals.

# VIRTUAL SPONSORSHIP GRID

Sponsorship Benefits	Premier \$17,500	Platinum \$12,500	Diamond \$10,000	Silver \$5,000	Exhibit \$3,000
Virtual exhibit booth	✓	✓	✓	✓	✓
Number of booth representatives	4	4	3	2	2
Logo recognition on <b>aasp</b> 's website and event website	✓	✓	✓	✓	✓
On-demand access to attendee list in event platform	✓	✓	✓	✓	✓
Pre-Summit attendee list*	✓	✓	✓	✓	✓
Post-Summit attendee list*	✓	✓	✓	✓	✓
In-platform push notification during Summit	3	3	2	1	1
Company description	✓	✓	✓	✓	✓
Virtual roundtable meetings at booth**	✓	✓	✓	✓	✓
Sponsored roundtable meeting on Summit program**	✓	✓	✓		
Scheduling bot	✓	✓	✓	✓	✓
Pass from bot to available sponsor representative	✓	✓	✓	✓	✓
Leads dashboard (booth visitors list)	✓	✓	✓	✓	✓
Playlist (# of media items)	Unlimited	10	8	4	2
Dynamic role based playlist	✓	✓	✓		
Private sponsor facing dashboard (booth visitors by company and engagement score)	✓	✓	✓	✓	✓
Sponsored email to attendees Pre-Summit	✓	✓	✓		
Sponsored email to attendees Post-Summit	✓	✓	✓		
Logo recognition on main event landing page	✓	✓	✓		
Complimentary 60-minute session promoted time slot during Summit	✓	✓			
Logo recognition during <b>aasp</b> 's Virtual Summer Series	✓	✓	✓	✓	✓

\* Attendee lists included contact information following GDPR guidelines.

\*\* Sponsoring company is responsible for video platform on their roundtables

# VIRTUAL SPONSORSHIP LEVEL OPTIONS

## PREMIER SPONSORSHIP OPTIONS – \$17,500

### Opening Remarks & Opening Keynote Sponsor

- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the Summit and the opening keynote
- ✓ Logo recognition on slide during opening remarks and opening keynote

### Networking Lounge Sponsor

- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the networking lounge time
- ✓ Logo recognition on slide during networking lounge times

## PLATINUM SPONSORSHIP OPTIONS – \$12,500

### Annual Business Meeting Sponsor

- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the Annual Business Meeting
- ✓ Logo recognition on slide during the Annual Business Meeting

### Executive Session Sponsor

- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the Executive Session
- ✓ Logo recognition on slide during the Executive Session

## DIAMOND SPONSORSHIP OPTIONS – \$10,000

### AI Workshop Sponsor

- ✓ Workshop is promoted during Summit, but will take place post-Summit
- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the AI Workshop

### Current Events Workshop Sponsor

- ✓ Workshop is promoted during Summit, but will take place post-Summit
- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the Current Events Workshop

### Gift Administration Workshop Sponsor

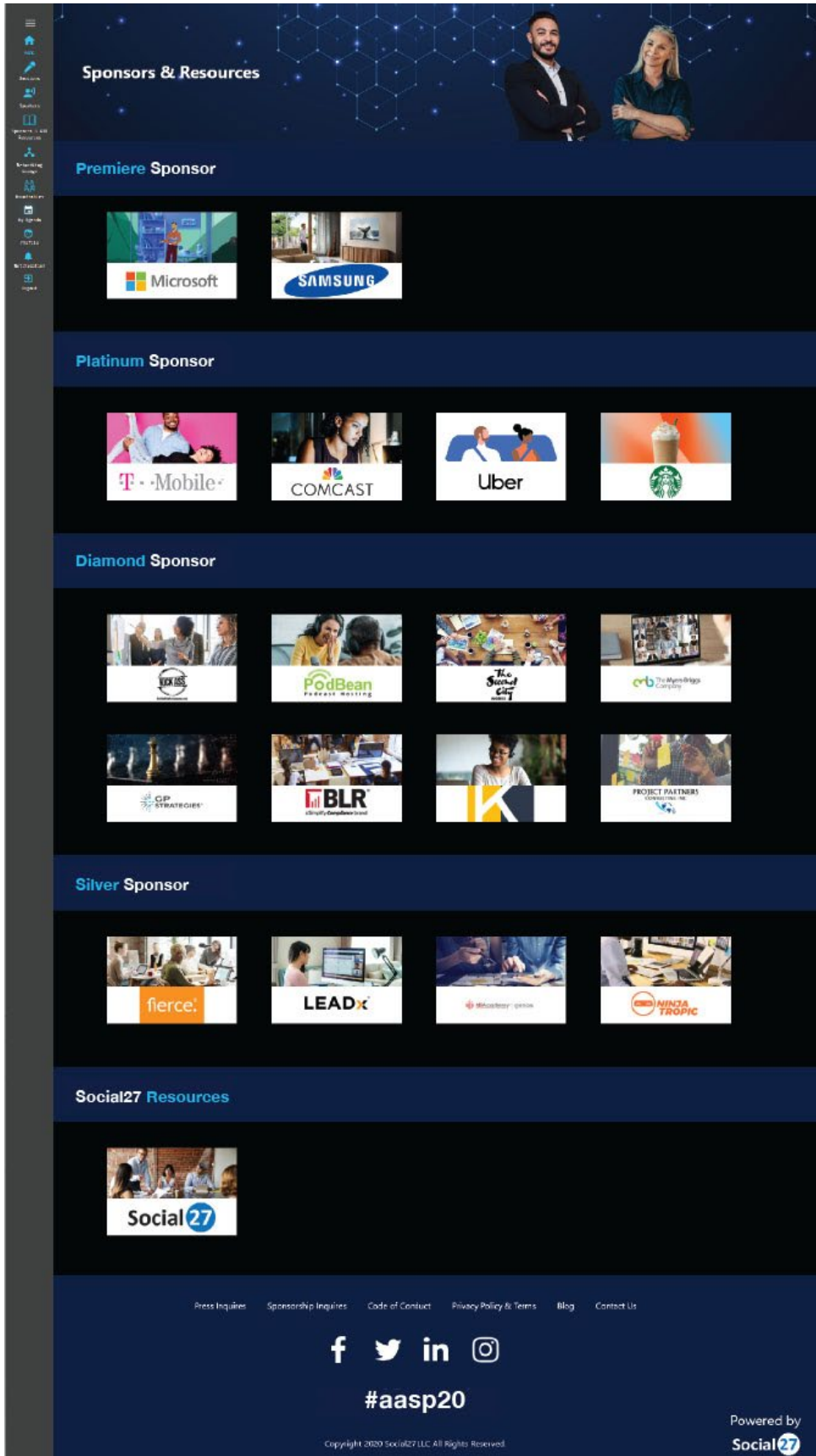
- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the Gift Administration Workshop
- ✓ Logo recognition on slide during the Gift Administration Workshop

## SILVER SPONSORSHIP OPTIONS – \$5,000

### Track Sponsor

- ✓ Logo recognition at start of track session
- ✓ Opportunity to provide a pre-recorded video (1-2 minutes) addressing attendees to be featured before the start of the track session

# SNAPSHOT – SPONSORS & RESOURCES PAGE



This year, Summit 2020 will be hosted virtually on the platform Social27.

Our Sponsors & Resources page will list Sponsors by the package purchased and visitors can choose which sponsor profile to explore.

# 2020 SPONSORSHIP AGREEMENT

## 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. All companies that have committed by July 31, 2020 will be entitled to a full refund minus a \$50 processing fee if received in writing to the **aasp** office by July 31, 2020 11:59 pm U.S. Eastern Time. No refunds will be granted thereafter. No-shows will not be refunded.

## EVENT MODIFICATION OR CANCELLATION

**aasp** reserves the right to modify the course's schedule or program as necessary. **aasp** also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of **aasp** cancellation.

## DATA PRIVACY/GDPR

We host events throughout the year, including our annual Summit, best practices webinars, and regional events (collectively "events"). If you are a member and register for one of our events, we will access the information in your member account to provide you with information and services associated with the event. If you are not a member and you register for one of our events, we will collect your name and contact information, which we will store in our database and use to provide you with information and services associated with the event. If you are a presenter at one of our events, we will collect information about you including your name, employer and contact information, and photograph, and we may also collect information provided by event attendees who evaluated your performance as a presenter. As an attendee, speaker, or sponsor/exhibitor, we will keep a record of your participation to provide you with post-event information including details on upcoming events you may be interested in. Your contact information may be shared via an event mobile app or attendee list as part of your participation in the event. Your hotel reservation information may be shared between **aasp** and the hotel.

## PCI COMPLIANCE

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the **aasp** office will not accept emailed credit card information.

## PHOTO/AUDIO/VIDEO RELEASE

Registration for or attendance at this event acknowledges consent to be recorded or photographed. We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

## CODE OF CONDUCT

**aasp** leadership and staff are committed to providing a vibrant learning environment at all of our events, welcoming people from as many diverse backgrounds as possible. We expect our events to be a respectful, harassment-free environment for people of all races, gender and trans statuses, sexual orientation, ability, nationality, ethnicity, socioeconomic status and beliefs.

We're grateful that our community is positive, friendly and supportive of one another — it's what makes our events such a draw each year.

In that spirit, the staff, supporters, volunteers, attendees and speakers at **aasp** events are expected to:

- Exercise consideration and respect in your speech and actions.
- Keep conversations professional, respectful and consider other parties' points of view. In short, don't make it personal. Passionate conversations are part of solving problems. Disagreements happen all the time, and are necessary to consider difficult questions.
- Remember that the boundaries of good taste, humor, personal space and physical interaction differ from person to person; if you sense someone feels uncomfortable — whether they explicitly state it or not — be respectful of those boundaries.
- Refrain from demeaning, discriminatory or harassing behavior. Harassment and inappropriate behavior may include, but are not limited to:
  - Sexist, racist, homophobic, transphobic or otherwise discriminatory jokes or language
  - Physical intimidation, stalking or following
  - Sustained disruption of talks or events.
  - Posting or displaying sexually explicit or violent material; if for any reason you may need this material for an educational session, please contact **aasp** staff first and we can discuss how to give an appropriate warning to participants.
  - Unwelcome sexual attention. This includes sexualized comments or jokes; inappropriate touching, groping and unwelcomed sexual advances.
  - Advocating for, or encouraging, any of the above behavior.

Be mindful of your surroundings and of your fellow participants. Alert emergency services if you notice what you assess to be a dangerous situation or someone in distress. For other violations of this Code of Conduct, please contact [aaspadmin@advserv.org](mailto:aaspadmin@advserv.org) or an **aasp** staff member onsite.



# 2020 SPONSORSHIP APPLICATION FORM

## Contact Information

Contact Name \_\_\_\_\_

Company Name (to be displayed online) \_\_\_\_\_

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

Address \_\_\_\_\_

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

Onsite Rep Name \_\_\_\_\_ Onsite Rep Email \_\_\_\_\_

First time sponsoring with **aasp**?    Yes    No

## Please indicate sponsorship level

**Premier Summit Sponsor – \$17,500**  
Opening Remarks & Opening Keynote  
Networking Lounge

**Platinum Summit Sponsor – \$12,500**  
Annual Business Meeting  
Executive Session

**Diamond Summit Sponsor – \$10,000**  
AI Workshop  
Current Events Workshop  
Gift Administration Workshop

**Silver Summit Sponsor – \$5,000**  
Track

**Exhibit Booth – \$3,000**

To ensure accuracy when promoting your company, please provide your company website and upload your company logo as a high-res vector file at [advserv.org/logo-submission-form](https://advserv.org/logo-submission-form).

## 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 \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_

By registering, I agree to abide by the **aasp** 2020 Sponsorship Agreements outlined on page 6.

I have read and grant consent to use my data as outlined in the **aasp** data privacy policy at [www.advserv.org/legal](https://www.advserv.org/legal).

### Mail/Fax with payment to:

Association with Advancement Services Professionals (**aasp**)  
1000 Westgate Dr, Ste 252, St. Paul, MN 55114

Fax: 651-290-2266

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

**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).

(For office use only)

initials		fin.
date		
CK/CC		
paid		