Opportunity:
2021 HATS OFF NONPROFIT AWARDS

The Fifth Annual Hats Off Nonprofit Awards, scheduled for Tuesday, October 5, 2021 from 5:30-7:30 PM, will honor Palm Beach County nonprofit organizations, staff and volunteers who are dedicated to the business of doing good in our community. This inspiring celebration will showcase award Nominees in twelve categories and one Honoree from each category will be announced *live* during the program.

Sponsors support Nonprofits First education and leadership programs that serve nonprofits in our community. Sponsorship includes opportunities for ads, stories and photos to be published in a Palm Beach Post special advertising section that will be circulated to 140K households on the Sunday before the event. Copies will also be distributed to all attendees. Please join us!

Top Hat Presenting Sponsor: $10,000
• Premium Full-page ad in Palm Beach Post special pullout
• Exclusive presenting sponsor, shout-out in pre and post event media coverage
• Optional event naming rights for one year: “Hats Off Nonprofit Awards presented by ___”
• Reserved table of ten
• Full page message printed in event program
• Recognition from podium during presentation
• Year-long recognition as a partner in nonprofit education
• Name displayed at event, on promotional materials, website, social media, and presentation
• Invitation to Sponsor and Nominee Pre-Party
• Promotional item included in goodie bags
• Logo featured on Nonprofits First website

Gatsby Sponsor: $7,500
• Premium Full-page ad in Palm Beach Post special pullout
• Reserved table of ten
• Full-page message printed in event program
• Recognition from podium during presentation
• Year-long recognition as a partner in nonprofit education
• Name displayed at event, on promotional materials, website, social media, and presentation
• Invitation to Sponsor and Nominee Pre-Party
• Promotional item included in goodie bags
• Logo featured on Nonprofits First website

Stetson Sponsor : $4,500
• Half-page ad in Palm Beach Post special pullout
• Reserved table of ten
• Advertisement or message printed in event program
• Recognition from podium during presentation
• Year-long recognition as a partner in nonprofit education
• Name displayed at event, on promotional materials, website, social media, and presentation
• Invitation to Sponsor and Nominee Pre-Party
• Promotional item included in goodie bags
• Logo featured on Nonprofits First website

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**Fedora Sponsor: $2,500**
- Award named after your company and an invitation on stage to present the award to category winner
- Company name on the commemorative award and certificate
- Quarter-page ad in Palm Beach Post special pullout
- Five tickets
- Recognition from podium during presentation
- Year-long recognition as a partner in nonprofit education
- Name displayed at event, on promotional materials, website, social media, and presentation
- Invitation to Sponsor and Nominee Pre-Party
- Promotional item included in goodie bags

**Mad Hatter: $750**
- Two tickets
- Name displayed at event, on promotional materials, website, social media, and presentation
- Invitation to Sponsor and Nominee Pre-Party
- Promotional item included in goodie bags

**Beret Sponsor: $2,000**
- Quarter-page ad in Palm Beach Post special pullout
- Five tickets
- Year-long recognition as a partner in nonprofit education
- Name displayed at event, on promotional materials, website, social media, and presentation
- Invitation to Sponsor and Nominee Pre-Party
- Promotional item included in goodie bags

**Friend of Hats Off: $250**
- One ticket
- Name displayed at event, on promotional materials, website, social media, and presentation
- Invitation to Sponsor and Nominee Pre-Party
- Promotional item included in goodie bags

**Fascinator Sponsor: $1,500**
- Quarter-page ad in Palm Beach Post special pullout
- Four tickets
- Year-long recognition as a partner in nonprofit education
- Name displayed at event, on promotional materials, website, social media, and presentation
- Invitation to Sponsor and Nominee Pre-Party
- Promotional item included in goodie bags

**Derby Sponsor: $1,000**
- Quarter-page ad in Palm Beach Post special pullout
- Three tickets
- Year-long recognition as a partner in nonprofit education
- Name displayed at event, on promotional materials, website, social media, and presentation
- Invitation to Sponsor and Nominee Pre-Party
- Promotional item included in goodie bags

**Additional Palm Beach Post Special Section Upgrades:**

- **Full Page Native Print and Digital Content: $6,000**
  - Content/photo featuring a person or a cause with a great story to share
  - Story is published and promoted for 30 days and lives on palmbeachpost.com

- **Full Page Native Print: $2,500**
  - Content/photo featuring a person or a cause with a great story to share

- **Half Page Native Print: $2,000**
  - Content/photo featuring a person or a cause with a great story to share

- **Cover Spotlight Ad (3 total available): $650**
  - Bottom 3 ads that run on the bottom strip of the cover

Contact Charlotte Gill at cgill@nonprofitsfirst.org or hatsoff@nonprofitsfirst.org for inquiries or to customize a sponsorship package.