Opportunity:
2020 HATS OFF NONPROFIT AWARDS

The Hats Off Nonprofit Awards honors Palm Beach County nonprofit organizations, staff, and volunteers who are dedicated to the business of doing good in our community. The reception and awards program will take place from 5:30–7:30 PM on Tuesday December 8, 2020 either in person at the Kravis Center for the Performing Arts Cohen Pavilion or virtually. This event sells out every year and is enjoyed by 400+ attendees!

Awards are given in 12 categories, including awards for organizations and individuals such as Nonprofit of the Year and Lifetime Achievement. A blue-ribbon panel of 50 community leaders in the public and private sectors select honorees. Two live awards are announced at the event: People’s Choice Award and Best Hat. 2020 Sponsorships include opportunities for ads, stories, and photos to be published in a Palm Beach Post special advertising section circulated Sunday, December 6, 2020. Copies are distributed to all attendees at the event.

Gatsby Sponsor: $7,500
• Premium Full-page ad in Palm Beach Post special pullout (Publication, Sunday, December 6, 2020)
• 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 (Publication, Sunday, December 6, 2020)
• 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

Top Hat Presenting Sponsor: $10,000
• Premium Full-page ad in Palm Beach Post special pullout (Publication, Sunday, December 6, 2020)
• 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
• Optional speaking time at podium before awards 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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NEW IN 2020: Present an Award!

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 (Publication, Sunday, December 6, 2020)
- 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

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

Beret Sponsor: $2,000
- Quarter-page ad in Palm Beach Post special pullout (Publication, Sunday, December 6, 2020)
- 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

Fascinator Sponsor: $1,500
- Quarter-page ad in Palm Beach Post special pullout (Publication, Sunday, December 6, 2020)
- 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

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

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

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

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

Contact Jessica Cecere at jcece@nonprofitsfirst.org or hatsoff@nonprofitsfirst.org to customize a sponsorship package. VISIT NONPROFITSFIRST.ORG