

# PENNSYLVANIA ASSOCIATION OF NONPROFIT ORGANIZATIONS

BUILDING TRUST, CONNECTIONS AND RELATIONSHIPS

4801 Lindle Road | Harrisburg, PA 17111 | 717-236-8584

## PANO PARTNERSHIPS 2019

AMPLIFY PENNSYLVANIA COMMUNITY ORGANIZATIONS AND THE COMPANIES THAT SUPPORT THEM.

### Step 1: Partner with PANO (required)

#### Level 1 (\$250)

- Listing in Business Directory on PANO website\*
- Recognition in Annual Report

#### Level 2 (\$395)

- Level 1 benefits
- Access to Standards for Excellence Resource Packets
- Access to member benefits including member rate for all programs/events

#### Level 3 (\$550)

- Level 1 and 2 benefits
- Access to mailing list of PANO members (list does not include email addresses)

Corporate partnership is active for a full year from the month you join.

\*Increase your Google ranking by listing your business on our website (45,000+ users annually)

### Step 2: Choose Sponsor & Marketing Opportunities

#### Regional Events

- Exclusive Sponsor (\$2,000)
- Major Sponsor (\$1,250)
- Supporting Sponsor (\$350)

Preferred Location: \_\_\_\_\_

#### Standards for Excellence® Workshop

- Exclusive Sponsor (\$2,000)
- Major Sponsor (\$1,250)
- Supporting Sponsor (\$350)

Preferred Location: \_\_\_\_\_

#### Webinars

- Major Sponsor (\$600)
- Supporting Sponsor (\$300)

#### Publications

- Standards for Excellence® Educational Resource (\$175)

#### Rebranding-New Website

- Major Sponsor (\$3,000)
- Supporting Sponsor (\$1,000)
- Sustaining Sponsor (\$500)

### Step 3: Choose Charitable Support

Please indicate if you would like to support PANO with a tax-deductible charitable contribution:

- Other: \$ \_\_\_\_\_  \$2,500  \$1,000  \$500  \$250  \$100

Total Partnership \$ \_\_\_\_\_

### Provide Contact Information

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Region Served: \_\_\_\_\_

## SPONSORSHIP & MARKETING DESCRIPTIONS

### Regional Events

PANO's regional events bring resources to local communities—meeting nonprofits where they are. These events offer opportunities for you to network with nonprofits within your marketing footprint. Events bring 30-80 participants.

#### Exclusive Sponsor (\$2,000)

- Be the exclusive sponsor from your industry
- Distribute your materials to all participants
- Emcee the event
- Talk about your services to audience
- Include your logo included in all advertising
- Engage with all event participants throughout the day
- Host an exhibitor table
- Talk about your services to audience

#### Major Sponsor (\$1,250)

- Include your logo in all advertising
- Engage with all event participants throughout the day
- Host an exhibitor table

#### Supporting Sponsor (\$350)

- Include your logo in all advertising
- Engage with all event participants throughout the day
- Host an exhibitor table

### Standards for Excellence® Workshop

PANO brings learning and toolkits to meet nonprofits where they are in yet another way. Workshops empower nonprofits to meet the highest standards of governance, management and operations. These unique and popular events provide a platform for you to network with nonprofits within your marketing footprint. Events bring 15-30 participants.

#### Exclusive Sponsor (\$2,000)

- Be the exclusive sponsor from your industry
- Distribute your materials to all participants
- Emcee the event
- Talk about your services to audience
- Include your logo in all advertising
- Engage with all event participants throughout the day
- Host an exhibitor table

#### Major Sponsor (\$1,250)

- Talk about your services to audience
- Include your logo in all advertising
- Engage with all event participants throughout the day
- Host an exhibitor table

#### Supporting Sponsor (\$350)

- Include your logo in all advertising
- Engage with all event participants throughout the day
- Host an exhibitor table

### Webinars

PANO provides a variety of affordable and practical educational opportunities. Typical topics include the following: fundraising, board management, finance, advocacy, legal compliance, bylaws, etc. Webinars bring anywhere from 10-100 participants.

#### Major Sponsor (\$600)

- Talk about your services to audience
- Include your logo in all advertising of the webinar

#### Supporting Sponsor (\$300)

- Include your logo in all advertising of the webinar

### Publications

#### Standards for Excellence® Educational Resource Packet Sponsorship (\$175) [29 Opportunities]

The 29 Standards for Excellence® educational resource packets provide accurate, up-to-date, and legally-reviewed information on a variety of nonprofit topics, including board governance, financial controls, and human resources. All packets include sample policies and procedures. 130-380 packets are downloaded per year. Your logo will be placed on the cover page of one Educational Resource Packet of your choice for 1 year. (\$175)

#### Rebranding-New Website Sponsor

*Increase your Google ranking by listing your business on our website (45,000+ users annually)*

#### Major Website Sponsor (\$3,000)

- Be recognized in communication related to the new website and on *homepage* for 1 full year after website launch.

#### Supporting Website Sponsor (\$1,000)

- Be recognized in communication related to the new website and logo on webpage of your choice for 1 full year.

#### Sustaining Website Sponsor (\$500)

- Be recognized in communication related to the new website and logo on rotating spot *partner* webpage for 1 full year.