

PENNSYLVANIA ASSOCIATION OF NONPROFIT ORGANIZATIONS

BUILDING TRUST, CONNECTIONS AND RELATIONSHIPS

2040 Linglestown Road | Suite 302 | Harrisburg, PA 17110 | 717-236-8584

CORPORATE PARTNER OPPORTUNITIES

Step 1 – Select Your Base Corporate Partnership level (required)

<input type="checkbox"/> Level 1 (\$250) <ul style="list-style-type: none">Listing in Business Directory on PANO websiteRecognition in Annual Report	<input type="checkbox"/> Level 2 (\$375) <ul style="list-style-type: none">Level 1 benefitsAccess to Standards for Excellence Resource PacketsAccess to member benefits including member rate for all programs/events	<input type="checkbox"/> Level 3 (\$500) <ul style="list-style-type: none">Level 1 and 2 benefitsAccess to mailing list of PANO members (list does not include email addresses)
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Step 2 – Select Your Sponsorship & Marketing Opportunities (optional)

Nonprofit Help Desk

- 1 Month Sponsorship (\$1,850)

2017 Conference | October 2 & 3 | State College

- Presenting Sponsor (\$10,000)
 Major Sponsor (\$4,750)
 Recognition Ceremony/Celebration Sponsor (\$2,250)
 Networking Reception Sponsor (\$2,250)
 Keynote Sponsor (\$1,750)
 Dining Sponsor (\$1,750)
 Breakout Room Sponsor (\$1,250)
 Entertainment Sponsor (\$750)
 Exhibitor Booth (\$500)

Regional Events

Please select a location

- Elizabethtown (6/27) Scranton (7/19) Erie (July)
 Premiere Sponsor – 1 Per Event (\$2,250)
 Collaborating Event Sponsor – 1 Per Event (\$1,250)
 Supporting Sponsor (\$350)

Standards for Excellence Events

- Implementation Workshop Sponsor (\$2,000)
 Standards Workshop Sponsor (\$350)

Publications | Website | eBlast

- Webpage Sponsorship 1 Year (\$2,500)
 Guiding Principles Codebook Sponsorship Exclusive Front Cover (\$2,250)
 Guiding Principles Codebook Sponsorship Back Cover (\$1,000)
 Guiding Principles Codebook Sponsorship Guiding Principle (\$250)
 Guiding Principles Codebook Sponsorship Inside Cover (\$100)
 Email Newsletter 1 Week Sponsorship (\$250)
 Standards for Excellence Educational Resource Packet Sponsorship (\$100)

Webinar

- Presentation Rights & Exclusive Sponsorship (\$1,000)
 Webinar Sponsor (\$300)

Step 3 – Select Your Charitable Support Level (optional)

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

- \$2,500 \$1,000 \$500 \$250 \$100 \$50 Other: \$_____

Total: \$_____ (Step 1 + Step 2 + Step 3)

You will be recognized based on your total level of support, according to the following recognition level:

- | | | |
|--|---|-----------------------------|
| PANO Friend – under \$250 | Supporting Partner – \$1,000 to \$2,499 | Leading Partner – \$10,000+ |
| Community Partner – \$250 to \$499 | Connecting Partner – \$2,500 to \$4,999 | |
| Collaborating Partner – \$500 to \$999 | Sustaining Partner – \$5,000 to \$9,999 | |

Contact Information (required)

Company: _____
Primary Contact: _____ Email: _____
Address: _____
City: _____ State: _____ Zip: _____ Phone: _____
Region Served: _____

SPONSORSHIP & MARKETING OPPORTUNITY DESCRIPTIONS

Nonprofit Help Desk 1 Month Sponsorship (\$1,850)

PANO staff and volunteers provide timely assistance, resources and answers to nonprofits with real needs and questions. Your exclusive monthly sponsorship will help to meet these needs and give you recognition in:

- Almost 30,000 emails monthly: PANO's E-news distributed to **9,211** individuals/twice monthly and in PANO staff emails in signature line (**10,000** emails/monthly)
- On PANO's Website (Homepage gets **5,000** hits/monthly)
- At the end of each Nonprofit Helpdesk call (**65** calls/month)

Collaborative Conference – Inclusion by Design

The 2017 conference will take place on October 2 & 3 at the Penn Stater in State College, PA. This conference is a joint effort between PANO, the Community Action Association of Pennsylvania and the Alliance for Nonprofit Resources. With a statewide and regional partner at our side, we anticipate a minimum of 350 participants, representing nonprofits from all 67 counties in our Commonwealth. *(Please see additional information on the flyer included.)*

Regional Events – Courageous Conversations

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, with events bringing 50-80 participants. *(Please see additional information on the flyer included.)*

Standards for Excellence Events

PANO's Standards for Excellence events bring resources to local communities--meeting nonprofits where they are. Implementation Workshops offer tools and resources to empower nonprofits to meet the highest standards of governance, management and operations. Other Standards events include half-day programs on specific Standards elements. These events offer opportunities for you to network with nonprofits within your marketing footprint, with events bringing 15-30 participants.

**Standards for Excellence workshops are not scheduled until a local sponsor is identified.*

Implementation Workshop Sponsor (\$2,000) | 2-Day

- Logo included in all advertising
- Opportunity to briefly talk about your services
- Opportunity to have exhibitor table

Standards Workshop Sponsor (\$350)

- Logo included in all advertising
- Opportunity to briefly talk about your services
- Opportunity to have exhibitor table

Webinars

PANO provides a variety of affordable and practical educational opportunities. Webinar topics include fundraising, HR, Finance, Advocacy, Legal Compliance, Bylaws, etc. Webinars bring anywhere from 10-100 participants.

Presentation Rights & Exclusive Sponsorship (\$1,000)

- Present a webinar in your area of expertise
- Logo included in all advertising
- Opportunity to briefly talk about your services

Webinar Sponsor (\$300)

- Logo included in all advertising
- Opportunity to briefly talk about your services

Publications | Website | eBlasts

Webpage Sponsorship (\$2,500)

- Logo included on PANO webpage of your choice (1 year) – 187,294 pageviews a year (homepage views a year: 42,000)

Guiding Principles Codebook Sponsorships

The foundation of the Standards for Excellence program is the Standards for Excellence Code: An Ethics and Accountability Code for the Nonprofit Sector. The Code helps organizations strengthen boards, manage risk, fulfill legal and regulatory requirements, etc. Over 3,000 individuals download and/or receive codebooks annually. Codebook sponsorship opportunities include:

- Exclusive logo placement on front cover (\$2,250)
- Logo placement on back cover (\$1,000)
- Logo placement on Guiding Principle page of your choice (\$250)
- Logo placement on inside cover (\$100)

Community Connector Email Newsletter 1 Week Sponsorship (\$250) | [26 Opportunities]

PANO's Email Newsletter, the Community Connector, is sent out every other Wednesday to over 9,000 subscribers. Sponsorship includes a banner at the top of the email. PANO staff will contact you with a list of available weeks.

Standards for Excellence Educational Resource Packet Sponsorship (\$100) | [27 Opportunities]

The 27 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, human resources and sample policies. 130-380 packets are downloaded per year. Your logo will be placed on the cover page for 1 year.

2017 Collaborative Conference

INCLUSION

by design

Sponsorship Opportunities

The 2017 collaborative conference – Inclusion by Design will be held October 2 & 3 at the Penn State in State College, PA. Our goal is to share resources and tools that maximize every participant's potential and elevate the value of the nonprofit sector in Pennsylvania. This year's conference will explore the art of intentional inclusion through keynotes, breakout sessions and other activities throughout the conference. We are stronger when working together; join us in celebrating and embracing diversity, uniqueness, and inclusion!

All Sponsorship Levels Include:

- Exhibitor booth and two conference registrations
- Opportunity to facilitate conversations during breakfast, morning keynote session, and lunch
- List of all conference participants (names, organizations and addresses)
- Online Exposure—name, logo and website link on Collaborative Conference website, social media, and emails
- Recognition in conference printed materials—signage, brochure, and PowerPoint

Presenting Sponsor | \$10,000 | 1 Opportunity

- Three additional conference registrations
- Opportunity to speak during the welcome on Monday, October 2, and Tuesday, October 3
- Opportunity to distribute materials in all attendee bags
- Premier exhibitor booth in high-traffic area
- Full-page ad in conference program
- Logo on conference banner

Major Sponsor | \$4,750 | 3 Opportunities

- One additional conference registration
- Opportunity to speak before Keynote presentation
- Opportunity to distribute materials in all attendee bags
- Premier exhibitor booth in high-traffic area
- 1/2-page ad in conference program

Recognition Ceremony Celebration Sponsor | \$2,250 | 2 Opportunities

- Opportunity to speak before PANO's Standards for Excellence Celebration during lunch on Monday, October 2 or before CAAP's Self-Sufficiency Awards Celebration during lunch on Tuesday, October 3
- 1/4-page ad in conference program

Networking Reception Sponsor | \$2,250 | 1 Opportunity

- Opportunity to speak during networking reception on Monday, October 2
- 1/4-page ad in conference program

Keynote Sponsor | \$1,750 | 2 Opportunities

- Opportunity for brief remarks before Keynote
- Opportunity to introduce Keynote Speaker on Monday, October 2, or Tuesday, October 3

Dining Sponsor (Breakfast or Lunch) | \$1,750 | 4 Opportunities

- Opportunity to address attendees at breakfast or lunch on Monday, October 2, or Tuesday, October 3

Breakout Room Workshop Sponsor | \$1,250 | 7 Opportunities

- Opportunity to distribute materials in one workshop room for all sessions
- Opportunity to introduce each session and speaker featured in your sponsored workshop room

Entertainment Sponsor | \$750 | 3 Opportunities

- Opportunity to announce entertainment

Exhibitor Table | \$500 | 40 Opportunities

- Opportunity to set up an exhibitor booth in the main ballroom



Courageous Conversations

Sponsorship Opportunities

PANO's regional events bring resources right to local communities--meeting nonprofits where they are. These events also offer opportunities for you (our business partners) to network with nonprofits within your own marketing footprint, with events bringing 50-80 participants to the table.

Each of the following levels provide you with additional ways to meet nonprofit leaders and promote how your business provides the support that they need:

Premiere Sponsor [1 per event] (\$2,250)

- Opportunity to be the exclusive sponsor from your industry
- Logo included in all advertising
- Materials distributed to all participants
- Opportunity to talk about your services
- Opportunity to MC the event
- Opportunity to engage with all event participants throughout the day

Collaborating Sponsor [1 per event] (\$1,250)

- Logo included in all advertising
- Opportunity to briefly talk about your services
- Opportunity to introduce the workshop speaker
- Opportunity to have exhibitor table
- Opportunity to engage with all event participants throughout the day

Supporting Sponsor [Unlimited] (\$350)

- Logo included in all advertising
- Opportunity to have exhibitor table
- Opportunity to engage with all event participants throughout the day