**PANO Partnerships 2020  
Amplify Pennsylvania community benefit organizations and the companies that support them.**

**Step 1: Become a Referred Partner with PANO**

***\*****PANO refers your business to inquiring nonprofit professionals*

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

|  |  |  |
| --- | --- | --- |
| * **Level 1 ($250)**   + Listing in Corporate Partner 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.**

**Step 2: Choose Sponsorship & Marketing Opportunities**

|  |  |
| --- | --- |
| **Regional Events**   * Exclusive Sponsor ($2,000) * Major Sponsor ($1,250) * Supporting Sponsor ($350)   *Preferred Location*:  \*see page 2 for locations we plan to visit in 2020!  **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) * 2020 Salary & Benefit Report   **Legislative Breakfast**   * Exclusive Sponsor ($10,000) * Major Sponsor ($5,000) * Supporting Sponsor ($2,500) * Supporting Sponsor ($1,000) |

**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 $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(add totals from Step 1, Step 2, and Step 3 to = total)**

**Provide Contact Information**

Company:

Primary Contact: Email:

Address:

City: State: Zip: Phone:

Region(s) Served:

**Sponsorship & Marketing Descriptions**

**Regional Events** – In 2020 we plan to visit: Philadelphia, Pittsburgh, Johnstown, Towanda, and Lehigh Valley.

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.

**Major Sponsor ($1,250)**

**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
* 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

**Standards for Excellence® Workshop**

PANO brings learning and toolkits to meet nonprofits where they are in yet another way. These 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.

**Major Sponsor ($1,250)**

**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
* 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 one 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 one 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 one full year.

**Sustaining Website Sponsor ($500)**

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