PANO Partnerships 2022
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)**

<table>
<thead>
<tr>
<th>Level 1 ($250)</th>
<th>Level 2 ($395)</th>
<th>Level 3 ($550)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing in Corporate Partner Directory on PANO website*</td>
<td>Level 1 benefits</td>
<td>Level 1 and 2 benefits</td>
</tr>
<tr>
<td>Recognition in Annual Report</td>
<td>Access to Standards for Excellence Resource Packets</td>
<td>Access to mailing list of PANO members (list does not include email addresses)</td>
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</tbody>
</table>

Corporate partnerships are active for a full year from the month you join.

Step 2: Choose Sponsorship & Marketing Opportunities

**Virtual Events**
- **Exclusive Sponsor ($1,500)**
- **Major Sponsor ($1,000)**
- **Single Workshop Sponsor ($500)**
- **Scholarship Fund Sponsor ($250)**

Preferred Location: 
*see page 2 for locations we plan to visit in 2022!

**Webinars**
- **Major Sponsor ($600)**
- **Supporting Sponsor ($300)**

**Standards for Excellence® Workshop**
- **Exclusive Sponsor ($1,500)**
- **Major Sponsor ($1,000)**
- **Single Workshop Sponsor ($500)**
- **Scholarship Fund Sponsor ($250)**

Preferred Location: 

**Publications**
- **Standards for Excellence® Educational Resource ($175)**

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: ___________________________

PANO is a 501(c)(3) nonprofit organization. Donations are tax deductible to the fullest extent allowed by law. The official registration and financial information of Pennsylvania Association of Nonprofit Organizations may be obtained from the Pennsylvania Department of State by calling tollfree within Pennsylvania 1-800-732-0999. Registration does not imply endorsement. PANO amplifies the impact of the community benefit sector through advocacy, collaboration, learning, and support.
Sponsorship & Marketing Descriptions

Virtual Regional Events – In 2022 we plan to visit: Butler County, Scranton, Philadelphia, State College, and Lancaster
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. Until it is safe to do so, PANO will continue to host these events virtually.

Exclusive Sponsor ($1,500)
- Be the exclusive sponsor from your industry, PLUS all benefits included in Major Sponsor Level

Major Sponsor ($1,000)
- Special pre-event advertising (1 marketing email and 3 social media posts)
- Emcee the virtual event
- Opportunity to invite participants for 10-minute 1-on-1 chat about your company offerings
- 2 complimentary registrations for the event
- Logo featured on Event Room “Door” (Zoom waiting room)
- Engage with event participants throughout the day
- List of event attendees (names, organizations, and mailing addresses)

Single Workshop Sponsor ($500)
- 2 complimentary registrations for the event
- Participate alongside attendees of the workshop
- List of event attendees (names, organizations, and mailing addresses)

Scholarship Sponsor ($250)
- Include your logo in all online materials (e.g. website, emails)
- List of event attendees (names, organizations, and mailing addresses)

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

Major Sponsor ($500)
- Talk about your services to audience
- Include your logo in all advertising of the online training

Supporting Sponsor ($250)
- Include your logo in all advertising of the online training

Publications
Standards for Excellence® Educational Resource Packet Sponsorship ($175) [30 Opportunities]
The 30 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. On average, each packet is downloaded or distributed 120 times per year. Your logo will be placed on the cover page of one Educational Resource Packet of your choice for one year. ($175 per packet)

Webpage Sponsor ($500)
Increase your Google ranking by listing your business on our website (45,000+ users annually)
- Be recognized in communication related to a webpage of your choice and logo on rotating banner for one full year.
- Major Pages:
  - Advocacy
  - Training
  - Standards for Excellence
  - Racial Justice Resource page
  - COVID-19 Resource page