



As a **PANO Ambassador**, your leadership stands out in forging strong partnerships which serve some of our greatest community needs. When businesses and nonprofits join hands, the services in our communities become more sustainable, visible and accessible. **Make your business impact powerful by investing in as many nonprofits throughout Pennsylvania as we do.**

| BENEFITS FOR ONE FULL YEAR | \$10,000 | \$7,500 | \$5,000 |
|---|-----------------|----------------|----------------|
| Logo on PANO homepage (68.8K annual visitors leading to improved Google ranking) | ✓ | ✓ | ✓ |
| Listing in online business directory (68.8K annual visitors leading to improved Google ranking) | ✓ | ✓ | ✓ |
| Recognition in Annual Report | ✓ | ✓ | ✓ |
| Access to membership benefits | ✓ | ✓ | ✓ |
| Access to mailing list of PANO members | ✓ | ✓ | ✓ |
| Honorable mention at all events and webinars (Approx. 10 in-person events, 60 webinars serving 3,500+ individuals) | ✓ | ✓ | ✓ |
| E-News sponsorship (Monthly email newsletter reaching 8,800+) | ✓ | ✓ | |
| Ask PANO sponsorship ¹ (Featured on 30,000 emails monthly) | ✓ | | |
| Special conference participation ² (150-300 attendees annually) | ✓ | | |
| Industry exclusive ³ | ✓ | | |

¹Ask PANO sponsorship

PANO staff provides “just-in-time” assistance, resources, and answers to nonprofit management needs and questions. Your sponsorship helps meet these needs. Your logo will be featured in PANO E-News, staff email signatures, on the Ask PANO webpage, and in automatic acknowledgements of web-based requests.

²Special conference participation

Logo recognition on the home page of the conference website, company swag in virtual participant bags, and two conference registrations (can be made scholarships for two nonprofit employees).

³Industry exclusive

Sole ambassador from your industry to sponsor Ask PANO services and participate in the collaborative conference as noted in ² above (please note: this is separate than conference sponsors).



PANO AMBASSADOR APPLICATION

As a PANO Ambassador, your company demonstrates dedication to the nonprofit sector across the Commonwealth. PANO amplifies both the impact of the community benefit sector and the work that companies do to partner with nonprofits to improve our communities.

Demonstrate your overall support of Pennsylvania’s nonprofit sector by underwriting programs for over 8,500 people who engage with PANO each year.

- Maximize your impact and visibility with recognition at all in-person events and on our website, emails, webinars and more.
- Reach beyond our 1,000 members.
- Show your company’s support for PANO Programs such as: in-person trainings (if applicable), to webinars, nonprofit technical support, and templates, tools and guidelines critical to nonprofit success.

Become a PANO Ambassador

| | | |
|---|---|--|
| <p><input type="checkbox"/> Level 1 (\$5,000)</p> <ul style="list-style-type: none"> ▪ Listing in Corporate Partner Directory on PANO website* ▪ Recognition in Annual Report ▪ Access to Standards for Excellence Resource Packets ▪ Access to member benefits including member rate for all programs/events ▪ Access to mailing list of PANO members ▪ (list does not include email addresses) | <p><input type="checkbox"/> Level 2 (\$7,500)</p> <ul style="list-style-type: none"> ▪ Level 1 benefits ▪ E-News Sponsorship <ul style="list-style-type: none"> ○ Our monthly newsletter reaches over 9,000 people | <p><input type="checkbox"/> Level 3 (\$10,000)</p> <ul style="list-style-type: none"> ▪ Level 1 and 2 benefits ▪ Nonprofit Helpdesk Sponsorship <ul style="list-style-type: none"> ○ Featured on 30,000 e-mails monthly ▪ Special Conference Participation <ul style="list-style-type: none"> ○ Between 200-400 attendees ○ Various ways to participate ▪ Industry Exclusive |
|---|---|--|

*PANO refers inquiring nonprofit professionals to your business.

*Your Google ranking is increased by listing your business on our website (45,000+ users annually).

Provide Contact Information

Company: _____

Primary Contact: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Region(s) Served: _____

Please submit your completed application to Development & Membership Specialist Finn Kelly at finn@pano.org. Upon submission, please also send your brief company description and logo (PNG or JPG files) to Administrative & Operations Specialist Faduma Hasson at faduma@pano.org to be listed in our business directory. Thank you!



Pennsylvania Association of
Nonprofit Organizations

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