



### PANO Partnerships 2022

Amplify Pennsylvania community benefit organizations and the companies that support them.

Questions about this form or the opportunities listed here? Contact PANO's Development & Membership Specialist Finn Kelly at [finn@pano.org](mailto:finn@pano.org) or 717-695-9608.

#### 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 (68,000+ users annually)

<input type="checkbox"/> <b>Level 1 (\$250)</b> <ul style="list-style-type: none"> <li>Listing in Corporate Partner Directory on PANO website*</li> <li>Recognition in Annual Report</li> </ul>	<input type="checkbox"/> <b>Level 2 (\$395)</b> <ul style="list-style-type: none"> <li>Level 1 benefits</li> <li>Access to Standards for Excellence Resource Packets</li> <li>Access to member benefits including member rate for all programs/events</li> </ul>	<input type="checkbox"/> <b>Level 3 (\$550)</b> <ul style="list-style-type: none"> <li>Level 1 and 2 benefits</li> <li>Access to mailing list of PANO members (list does not include email addresses)</li> </ul>
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Corporate partnership is 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!

##### Standards for Excellence® Workshop

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

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

##### Webinars

- Major Sponsor (\$500)
- Supporting Sponsor (\$250)

##### 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: \_\_\_\_\_

## Sponsorship & Marketing Descriptions

**Regional Events** – In 2022 we plan to visit: State College (virtual) | Philadelphia (3-part series with 2 virtual sessions and 1 in-person) | 4 In-Person Regional Meetups during the Annual Collaborative Conference (tentatively Erie, Scranton, Philadelphia, and Pittsburgh) 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 many of these events virtually.

### Industry-Exclusive Sponsor (\$1,500)

- All benefits of Major Sponsor Level, plus...
- Be the exclusive sponsor from your industry
- Emcee the event
- Special Logo Placement (e.g, Zoom Waiting Room for virtual programs)

### Major Sponsor (\$1,000)

- Special pre-event advertising (Spotlight in 1 marketing email + 1 social media post)
- Invite participants to 1-on-1 chat about your company offerings
- 2 complimentary registrations for the event
- Logo Placement (e.g., Zoom background for virtual programs)
- Participate alongside workshop attendees
- List of event attendees (names, organizations, and mailing addresses)

### Single Workshop Sponsor (\$500)

- 2 complimentary registrations for the event
- Participate alongside workshop attendees
- 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)

- 3-minute overview of your services for participants
- 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 (68,000+ 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