



***Re-envisioning Our Field:
Advancing Racial Equity and Leading Innovation in Capacity Building
2018 Alliance Conference
Hartford, CT – October 10-12, 2018***

January 30, 2018:

Dear Colleagues,

We are writing today to let you know that the [2018 Alliance for Nonprofit Management Conference](#) is scheduled for **October 10-12 in Hartford, CT and will also coincide with a 20th anniversary celebration for the organization**. As you may know, the Alliance for Nonprofit Management is the result of the 1997 merger of the Nonprofit Management Association and Support Centers of America. The organization is unique as a cross-sector professional association of individuals and organizations that are devoted to increasing the effectiveness of the individuals, groups and organizations that help nonprofits and communities achieve positive social change.

The conference is expected to draw 250 capacity builders including nonprofit support organizations, consultants, grantmakers and nonprofit staff in a dialogue around the conference theme: **Re-envisioning Our Field: Advancing Equity and Leading Innovation in Capacity Building**. A number of key questions emerged from a 2017 planning session that we hope to address through breakouts, keynotes and the work of the Alliance affinity groups including:

- *How do we advance diversity, equity and inclusion in our strategy, governance and fundraising work?*
- *What are emerging efforts or approaches that are showing promise and should be amplified on a national stage?*
- *How do we see the demographics as well as the approaches of our field and the nonprofit sector at large evolving? What role will can and should the Alliance and capacity builders broadly play?*
- *What are the critical issues that require conversations to be representative of a range of perspectives from across the field?*

With over 20 interactive workshops and experiences over the course of three days, the conference provides both variety and depth for consultants, academics, funders and nonprofit leaders interested in increasing the capacity of nonprofit organizations and others working toward sustainable social change. We invite you to join us for this exciting event. Your sponsorship not only provides an excellent opportunity to promote your company or program, but it also positions you among leaders in the sector.

Become a 2018 Sponsor

This year's conference offers a variety of opportunities for sponsors to showcase their support to this vital audience of nonprofit leaders, capacity builders, funders and researchers. From receptions to lunches to inclusion of your organization in all of our conference promotional materials, our sponsorship options provide a range of ways for you to show your commitment to the field of capacity building and to the social sector. The attached set of options is included for your consideration. We are also glad to consider shared sponsorships; please contact us if that is of interest.

Location, Logistics and Schedule

This year's conference begins with pre-conference sessions on Wednesday, October 10 and will conclude on Friday, October 12. Conference sessions and keynotes will be held at the Hilton in the heart of downtown Hartford across from the XL Center. The Alliance has secured a block of rooms at the Hilton. The special conference rate, starting at \$185/night, applies only at the Hilton.

If you would like additional information or have any questions, contact our Sponsorship Coordinator, Keith Timko, at ktimko@supportcenteronline.org. Thank you again for your consideration to help make this year's conference come together.

We're really looking forward to seeing you in Hartford in October!

Sincerely,

Tamela Spicer, Conference Chair
Keith Timko, Vice Chair and Sponsorships Chair
Anne Yurasek, Board Chair

Alliance for Nonprofit Management Conference Sponsorship Options

**Sponsorships with an asterisk next to them can be shared. We are glad to consider shared sponsorships for these events.*

2018 Conference Signature Sponsor

Sponsor Investment: \$25,000

Sponsor Benefits:

- Acknowledgement from the podium at all plenary sessions and receptions
- Opportunity to welcome guests to the conference and offer closing remarks on Friday
- Event signage - premium positioning on all conference communications, website and sponsor signage
- Full-page advertisement in program
- Complimentary admission to the conference for four (a \$1,920 value)
- Recognized as lead sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge
- A vendor table in the conference marketplace
- Company name and logo on conference bag
- Recognition in Alliance eNews Conference Promotion (over 4,000 subscribers) and on Alliance social media platforms

2018 Conference Presenting Sponsor

Sponsor Investment: \$15,000

Sponsor Benefits:

- Acknowledgement from the podium at all plenary sessions and receptions
- Event signage - premium positioning on all conference communications, website and sponsor signage
- Full-page advertisement in program
- Complimentary admission to the conference for two (a \$960 value)
- Recognized as presenting sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge
- A vendor table in the conference marketplace
- Recognition in Alliance eNews Conference Promotion (over 4,000 subscribers) and on Alliance social media platforms

2018 Conference Speaker Sponsor

Sponsor Investment: \$10,000

Sponsor Benefits:

- Acknowledgement from the podium as Speaker Sponsor at all plenary sessions
- Event signage - premium positioning on all conference communications, website and sponsor signage during plenary sessions
- Half-page advertisement in program
- Complimentary admission to the conference for two (a \$960 value)
- Recognized as presenting sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge
- Recognition in Alliance eNews Conference Promotion (over 4,000 subscribers) and on Alliance social media platforms

2018 Conference Session Sponsor

Sponsor Investment: \$10,000

Sponsor Benefits:

- Acknowledgement from the podium as Session Sponsor at all breakout sessions
- Event signage - premium positioning on all conference communications, website and sponsor signage on podium during breakout sessions
- Full-page advertisement in program
- Complimentary admission to the conference for two (a \$960 value)
- Recognized as presenting sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge
- Recognition in Alliance eNews Conference Promotion (over 4,000 subscribers) and on Alliance social media platforms

20th Anniversary Celebration Dinner - Thursday, October 11th***Sponsor Investment: \$7,500****Sponsor Benefits:**

- Complimentary admission to the conference for two (a \$960 value)
- Event signage at the dinner
- Full-page advertisement in program
- Opportunity to participate in celebration dinner proceedings as a speaker
- Recognized as sponsor on Alliance website
- Recognition in Alliance eNews Conference Promotion (over 4,000 subscribers) and on Alliance social media platforms
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Welcome Reception Sponsor - Wednesday, October 10**Sponsor Investment: \$6,000****Sponsor Benefits:**

- Complimentary admission to the conference for two (a \$960 value)
- Event signage at the welcome reception and mention from podium
- Full-page advertisement in program
- Recognized as sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Terry McAdam Book Awards Luncheon - Thursday, October 11**Sponsor Investment: \$5,000****Sponsor Benefits:**

- Complimentary admission to the conference (a \$480 value)
- Event signage at the luncheon and mention from podium
- Half-page advertisement in program
- Recognized as sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Alliance Conference Plenary Lunch Sponsor - Friday, October 12**Sponsor Investment: \$5,000****Sponsor Benefits:**

- Complimentary admission to the conference (a \$480 value)

- Event signage at the luncheon and mention from podium
- Half-page advertisement in program
- Recognized as sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Alliance Conference WIFI sponsor

Sponsor Investment: \$3,500

Sponsor Benefits:

- Half-page advertisement in program
- Branding through a WIFI password of your choosing
- Complimentary admission to the conference for one (a \$480 value)
- Recognized as sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Closing Plenary Sponsor - Friday, October 12

Sponsor Investment: \$2,500

Sponsor Benefits:

- Complimentary admission to the conference (a \$480 value)
- Event signage at closing plenary session
- Recognized as sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Alliance Conference Coffee Break Sponsor (3)

Sponsor Investment: \$1,750

Sponsor Benefits:

- Complimentary admission to the conference for one (a \$480 value)
- Event signage at coffee break
- Recognized as sponsor on Alliance website
- All attendees from the sponsor's company will receive a "Sponsorship Ribbon" for their conference name badge

Exhibitors and Supporters

The cost for exhibiting is \$2,600. Exhibitors will receive the following benefits.

- Day-long visibility on Thursday, October 11th and Friday, October 12th
- Two registrations per booth (includes access to all Wednesday - Friday conference sessions, activities and meals)
- Company name listed on conference website
- Listing and company profile in the Conference program
- Both pre- and post- Conference mailing lists

Advertisers and Supporters

As part of this 20th anniversary conference and celebration, supporters of the Alliance also have an opportunity to place ads in the conference program and celebration journal. The following pricing applies to ads.

- **Full page: \$750**
- **Half-page: \$375**
- **Quarter page: \$150**