



## 2019 Annual Nonprofit Conference

- Day One:** Wednesday, August 21, 2019  
(Breakfast & Networking - 7:30am to 9:00am, Program - 9:00am to 4:00pm)
- Day Two:** Thursday, August 22, 2019  
(Breakfast & Networking - 7:30am to 9:00am, Program - 9:00am to 4:00pm)
- Location:** Desert Willow Conference Center, 4340 E. Cotton Center Blvd., Phoenix, AZ 85040

### What is the Alliance of Arizona Nonprofits?

The Alliance of Arizona Nonprofits (Alliance) is a statewide organization whose mission is to unite, strengthen and advance Arizona’s nonprofit sector. The Alliance has more than 1,000 members, and provides a variety of services including access to funding sources, capacity building, advocacy education, networking opportunities and more.

### What is the Annual Nonprofit Conference?

The Alliance’s 2019 Annual Nonprofit Conference is the Alliance’s signature event offering two full days of professional development and networking opportunities to all nonprofit professionals and leaders from across Arizona. Attendees will gather to learn about current topics affecting the sector and take away knowledge for their organization’s future sustainability through presentations by keynote speakers, engaging breakout sessions and exceptional exhibitors.

### Audience

- Alliance Nonprofit Members and Non-Members. Primarily Executive Directors, Key Staff and Board Chairs. Other professionals include COOs, CFOs, Development, Human Resources and Communications professionals, Program staff, Consultants, as well as Foundation staff.
- The size of organizations attending is almost equal across the board – ranging from small to large nonprofits with an average budget size is \$250,000 to \$5 million annually.
- We anticipate about 80% of attendees will be from Metro Phoenix, 10% will be from Southern Arizona, and 10% will be from Northern Arizona.

### Exposure

Secure your sponsorship early to insure maximum exposure. We will begin aggressive promotion beginning mid-June and continuing weekly through mid-August.

Physical attendees	400-500 (over two days)
E-news	Bi-weekly to list of 8,200+ subscribers
Website	9,000 monthly website visits
Social media	Exposure to nearly 8,000 followers



## 2019 Annual Nonprofit Conference Schedule

The schedule will be the similar for both Day 1 (August 21) and Day 2 (August 22).

*(6:30 – 7:30am)*

*(Exhibitor Setup)*

*Also available August 20 after 4pm for those exhibiting August 21.*

7:30 – 9:00am

Registration, **Exhibitor Booths**, Networking, Breakfast

9:00 – 9:45am

Opening Session & Morning Keynote

9:45 – 10:00am

Break, **Exhibitor Booths**

10:00 – 11:15am

AM Breakout Sessions

11:15 – 12:15pm

Lunch, **Exhibitor Booths**, Networking (**Day 2 – 11:15-12:00pm**)

12:15 – 12:45pm

Luncheon Keynote (**Day 2 - 12:00-12:45pm**)

12:45 – 1:00pm

Break, **Exhibitor Booths**

1:00 – 2:15pm

PM1 Breakout Sessions

2:15 – 2:30pm

Break, **Exhibitor Booths**

2:30 – 3:45pm

PM2 Breakout Sessions

3:45 – 4:00pm

Final Networking, **Exhibitor Booths**

*(2:30 – 5:00pm)*

*(Exhibitor Tear Down)*

## Reserving Your Sponsorship, Exhibit Table or Advertising

### How do I reserve my sponsorship, exhibit table, advertising or even add additional sponsor/exhibit attendee?

Please complete our form at [www.ArizonaNonprofits.org/EngageWithNPOs](http://www.ArizonaNonprofits.org/EngageWithNPOs). Upon receipt we will send you an invoice to make payment. If you are a partner member, you can send us a check or make your payment online by logging into your Alliance account. If you are not a partner member, you can send us a check or make your payment over the phone.



## SIGNATURE Sponsorship Opportunities

### Key Sponsor

**SOLD**

### Full Conference Sponsor

**\$10,000**

#### Benefits

- First right of refusal for 2020
- Industry exclusivity
- Introduce Luncheon Keynote Speaker(s) on both days and give brief opening remarks about your company (1-2 minutes)
- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (3,700 Facebook friends, 5,000 Twitter followers)
  - Alliance Connector newsletter (8,000 subscribers)
- Promotion of your logo or company name at the conference including:
  - Main event A/V
  - A/V screen during breakfast & lunch in main hall
  - Printed program
  - Main event signage
  - Signs in café/buffet where all meals, snacks and beverages are served
  - Verbal recognition from the stage
- Table signage and priority placement of attendees at all keynote sessions
- Inside front cover, full-page color ad in conference program (sponsor to provide 8.5" w x 11" h ad by 8.1.19)
- Flyer and promotional item in conference bag (sponsor to provide 500 of each 8.1.19)
- Flyer and promotional item on main hall tables (sponsor to provide 500 of each by 8.1.19)
- Box ad on Alliance website for two months (sponsor to provide ad)
- Educational article about your products/services for inclusion in an upcoming Alliance Connector newsletter (content must be educational & pre-approved by Alliance)
- (4) Two-day conference admissions (\$1,156 value)
- Premier exhibit table for Day 1 and Day 2 (includes 6 ft draped table, chair in conference foyer - \$1,150 value)
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website





**Signature Sponsor – Day 1 or Day 2**

**SOLD**

**\$5,000 (2 available)**

**Benefits**

- Industry exclusivity
- Introduce Day 1 or Day 2 Plenary Speaker and give brief opening remarks about your company (1-2 minutes)
- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (3,700 Facebook friends, 5,000 Twitter followers)
  - Alliance Connector newsletter (8,000 subscribers)
- Promotion of your logo or company name at the conference including:
  - Main event A/V & A/V screen during morning keynote sessions
  - Printed program & Main event signage
  - Verbal recognition from the stage
- Table signage and priority placement of attendees at keynote sessions
- Half-page, color ad in conference program (sponsor to provide 7.75" w x 5" h OR 3.75" w x 10" h ad by 8.1.19)
- Flyer or promotional items on main hall tables (sponsor to provide 500 of each by 8.1.19)
- Box ad on Alliance website for two months (sponsor to provide ad)
- (2) Two-day conference admissions (\$578 value)
- Premier exhibit table for both days (includes 6 ft draped table, chair in conference foyer - \$1,150 value)
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website

## SUPPORTING Sponsorship Opportunities



### Champion of Introductions

Lanyard Sponsor on Both Days

**\$3,500 (1 available)**

#### Benefits

- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (3,700 Facebook friends, 5,000 Twitter followers)
  - Alliance Connector newsletter (8,000 subscribers)
- Promotion of your logo or company name at the conference including:
  - Attendee name badge lanyards – Your company will be the exclusive sponsor logo/name on the lanyards.
  - Main event A/V & Printed program
- Quarter-page, color ad in conference program (*sponsor to provide 3.75”w x 5”h ad by 8.1.19*)
- Flyer or promotional item in conference bag (*sponsor to provide 500 of each by 8.1.19*)
- (1) Two-Day Conference Admission (\$289 value)
- Standard exhibit table for both days (*includes 6 ft draped table, chair in conference foyer - \$750 value*)
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website



### Champion of Connectivity

Wi-Fi Sponsor on Both Days

**\$3,500 (SOLD)**

#### Benefits

- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (3,700 Facebook friends, 5,000 Twitter followers)
- Promotion of your logo or company name at the conference including:
  - Your company name will be used as part of the Wi-Fi password for conference which will be widely promoted throughout the conference.
  - Main event A/V & Verbal recognition from the stage
  - Printed program & Main event signage
  - Verbal recognition from the stage
- Quarter-page, color ad in conference program (*sponsor to provide 3.75”w x 5”h ad by 8.1.19*)
- Flyer or promotional item in conference bag (*sponsor to provide 500 of each by 8.1.19*)
- (1) Two-Day Conference Admission (\$289 value)
- Standard exhibit table for both days (*includes 6 ft draped table, chair in conference foyer - \$750 value*)
- Inclusion in thank you e-mail to all attendees that includes a brief description about what services you provide to the nonprofit community, contact name/email, and link to your website

-Page 5-



Please contact Jennifer Purcell, Director of Community Engagement with additional questions.  
Email [jenniferp@arizonanonprofits.org](mailto:jenniferp@arizonanonprofits.org) or call 602-279-9166.

## SUPPORTING Sponsorship Opportunities Continued...



### Champion of Information

Printing Sponsor on Both Days

\$2,500 (3 available)

#### Benefits

- Inclusion of your logo or company name on the following event marketing:
    - Website event page and registration page
    - Event email blasts (8,000 subscribers)
    - Social media (3,700 Facebook friends, 5,000 Twitter followers)
  - Promotion of your logo or company name at the conference including:
    - Main event A/V
    - Printed program
    - Main event signage
  - Full-page, color ad in conference program (sponsor to provide 8.5" w x 11" h ad by 8.1.19)\*
    - \*Upgrade to back cover of program for an addition \$500 (only one opportunity available in this category)
  - (1) Two-Day Conference Admission (\$289 value)
  - Standard exhibit table for both days (includes 6 ft draped table, chair in conference foyer - \$750 value)
- 



### Champion of SWAG

SWAG Bag Sponsor on Both Days

\$2,500 (3 available)

#### Benefits

- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
  - Social media (2,700 Facebook friends, 5,000 Twitter followers)
- Promotion of your logo or company name at the conference including:
  - Main event A/V
  - Printed program
- Flyer and promotional item on main hall tables (sponsor to provide 500 of each by 8.1.19)
- Flyer and promotional item in conference bag (sponsor to provide 500 of each 8.1.19)
- (1) Two-Day Conference Admission (\$289 value)
- Standard exhibit table for both days (includes 6 ft draped table, chair in conference foyer - \$750 value)

## SUPPORTING Sponsorship Opportunities Continued...

- **Champion of Munchies**  
Breakfast, Lunch & Break Sponsor on Both Days **\$1,500 (4 available)**

### Benefits

- Inclusion of your logo or company name on the following event marketing:
  - Website event page and registration page
  - Event email blasts (8,000 subscribers)
- Promotion of your logo or company name at the conference including:
  - Signs in café/buffet where all meals, snacks and beverages are served
  - A/V screen during breakfast & lunch in main hall
  - Printed program
  - Quarter-page, color ad in conference program (*sponsor to provide 3.75”w x 5”h ad by 8.1.19*)
- (1) Two-Day Conference Admission (\$289 value)

## Program Advertising

- **Program Advertising**  
Advertisement in printed program provided to all attendees on both days

### Options

- Full-page, color ad in conference program (*sponsor to provide ad*) – 1 available - \$800
  - 8.5”w x 11”h
- Half-page, color ad in conference program (*sponsor to provide ad*) – 2 available - \$450
  - 7.75”w x 5”h
- Quarter-page, color ad in conference program (*sponsor to provide ad*) – 4 available - \$250
  - 3.75”w x 5”h

Please send all ads to Jennifer Purcell, [jenniferp@arizonanonprofits.org](mailto:jenniferp@arizonanonprofits.org) by **August 1, 2019**.



## Exhibitor Opportunities – Available for Both Days

As an exhibitor, you will have access to 200-300 nonprofit professionals and leaders EACH day. In order to give exhibitors the most exposure, we have built in exhibitor time as well as networking and break times in the foyer of the facility which attendees must pass through between plenaries and breakout sessions. We encourage exhibitors to provide a drawing of some sort as well. The schedule will be the same for both days.

Reserve your spot at [www.ArizonaNonprofits.org/EngageWithNPOs](http://www.ArizonaNonprofits.org/EngageWithNPOs)

MEMBERS	Day 1	Day 2	Both Days	Admission Included*
Premier	\$500	\$500	\$900	1
Champion Member Upgrade to Premier	\$100	\$100	\$200	0
Investor Member Upgrade to Premier	\$200	\$200	\$400	0
Standard PLUS	\$400	\$400	\$700	1
Investor Member Upgrade to Standard PLUS	\$100	\$100	\$200	0
Standard	\$300	\$300	\$500	1
Table Top Display (inside Main Hall)*	\$100	\$100	\$150	0
<b>NON-MEMBERS</b>				
Premier	\$600	\$600	\$1150	1
Standard PLUS	\$500	\$500	\$950	1
Standard	\$400	\$400	\$750	1

### Premier Exhibitor

Member Rate                              **\$500 per day / \$900 both days**  
 Non-Member Rate                        **\$600 per day / \$1150 both days**

#### Premier Exhibitor Benefits:

- Premier location for exhibit table
- Promotional item in conference bag (*exhibitor to provide 500 by 8.1.19*)
- Bolded** listing as an exhibitor in the conference program
- Exhibit table (*includes 6 foot draped table and chair in conference foyer*)
- (1) admission for one day includes all meals and breaks (value \$189)





### ➡➡➡ Standard PLUS Exhibitor

Member Rate	\$400 per day / \$700 both days
Non-Member Rate	\$500 per day / \$950 both days

#### Standard Exhibitor Benefits:

- Promotional item in conference bag (*exhibitor to provide 500 by 8.1.19*)
  - Listing as an exhibitor in the conference program
  - Exhibit table (*includes 6 foot draped table and chair in conference foyer*)
  - (1) admission for one day includes all meals and breaks (value \$189)
- 

### ➡➡➡ Standard Exhibitor

Member Rate	\$300 per day / \$500 both days
Non-Member Rate	\$400 per day / \$750 both days

#### Standard Exhibitor Benefits:

- Listing as an exhibitor in the conference program
  - Exhibit table (*includes 6 foot draped table and chair in conference foyer*)
  - (1) admission for one day includes all meals and breaks (value \$189)
- 

### ➡➡➡ Table Top Display - NEW!

Members Only	\$100 per day / \$150 both days
--------------	---------------------------------

This opportunity is perfect for the consultant or organization who wants to display materials and have a presence during longer breaks, but also wants to attend the breakout sessions. This opportunity does not include admission, regular admission/ticketing member rates apply.

#### Table Top Display Benefits:

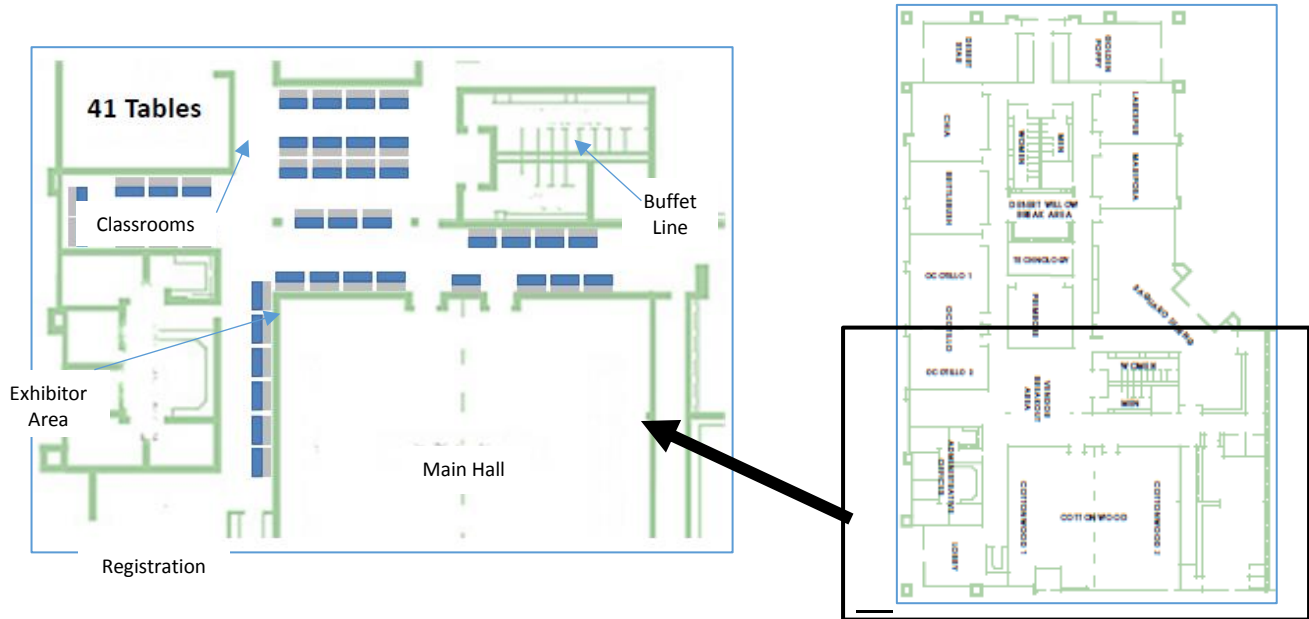
- Exhibit table inside Main Hall (*includes 6 foot draped table and chair in main hall*)
- 

#### **Additional Exhibitor/Sponsor Attendees\* \$99 per person/per day**

Additional representatives from your company can be added for a courtesy rate of \$99 each which includes all meals and breaks.

*\*Excludes Table Top Display*

## Desert Willow Conference Center



### Sponsor & Exhibitor Details

- Event:** Alliance of Arizona Nonprofits – 2019 Annual Nonprofit Conference
- Dates:** Wednesday, August 21, 2019 - 7:30am to 3:30pm  
Thursday, August 22, 2019 - 7:30am to 3:30pm
- Location:** Desert Willow Conference Center – [www.desertwillowconferencecenter.com](http://www.desertwillowconferencecenter.com)  
4340 E. Cotton Center Blvd.  
Phoenix, AZ 85040
- Booth setup times:** Tuesday, August 20 – 4:00-6:00pm  
Wednesday, August 21 – 6:30-7:30am  
Thursday, August 22 – 6:30-7:30am
- Booth tear down times:** Wednesday, August 21 – 3:00-5:00pm (immediately following last session)  
Thursday, August 22 – 3:00-5:00pm (immediately following conference)
- Miscellaneous:**
- Complimentary Wi-Fi will be available in the exhibitor area
  - Electricity available upon request (request via form – link provided below)
  - Please contact the Alliance if you have additional exhibitor needs – costs will be dependent upon services needed

**Reservations & Payment:**

Sponsor and exhibitor reservations can be made using our form located at [www.arizonanonprofits.org/EngageWithNPOs](http://www.arizonanonprofits.org/EngageWithNPOs). Once we have received your reservation form, we will provide the option to pay via credit (online) or via check (by mail). Make checks payable to: *Alliance of Arizona Nonprofits, 360 E. Coronado Road, Suite 120, Phoenix, AZ 85004*. Payment due no later than Monday, August 5, 2019.

**Courtesy Hotels:**

Available on website [www.AZNonprofitConference.org](http://www.AZNonprofitConference.org).

**Booth Shipping:**

If you are in need of shipping your booth materials to the Desert Willow Conference Center prior to our 2019 Annual Conference, you may ship to the address below. Desert Willow Conference Center accepts deliveries Monday through Friday between 8:00am and 5:00pm.

***Desert Willow Conference Center,  
Attn: Susan Armentrout  
4340 E. Cotton Center Blvd. Suite 100  
Phoenix, AZ 85040***

Please write: ***“Hold for Alliance for Arizona Nonprofits Conference 8/21/19”*** on the shipping label.

To ship back materials, exhibitors need to call for pick-up of items and leave materials at front desk upon packing up at the end of the conference. Desert Willow cannot call for pick-ups. Deliveries can only be picked up Monday through Friday between 8:00am and 5:00pm. Please be sure to have correct forms available for pick-ups.

