40th Anniversary New Jersey Nonprofit Conference
December 7, 2022 – Somerset, NJ

New Jersey’s premier annual gathering of nonprofit leaders and allies

Sponsorship Opportunities

New Jersey’s nonprofits are a vital sector that improves life for everyone. Nonprofits are also an integral part of the economic well-being of our state and nation. New Jersey nonprofits:

- **Employ 330,000 people** – nearly 10% of the state’s private workforce – more than construction, finance, insurance, and many other large commercial industries
- **Spend over $50 billion annually**, much of it within the Garden State
- Marshal the energies and talents of **1.8 million volunteers** every year

In the midst of the pandemic, prolonged economic and social distress, and a heightened focus on addressing long-term inequities, nonprofit organizations have never been more important to our communities. **Join us and more than 500 nonprofit leaders, decisionmakers, staff, volunteers, and allies**, as we celebrate nonprofits, explore lessons learned, and look together to the future to ensure a thriving New Jersey for all.

**The Center’s annual statewide conference will be BACK IN PERSON and will be priced more affordably than ever.** Widely praised for its breadth and content, every year our conference features internationally recognized speakers as well as experts in a variety of fields pertinent to nonprofit operations. This year’s event will be promoted broadly through direct electronic outreach to over 4,800 organizations (plus viral redistribution to thousands more) as well as via media outlets, the Center’s website, social media, and other applicable venues.

Conference sponsorship offers wide exposure to nonprofit, business and philanthropic leaders, policy makers, service providers, and the public and keeps attendance accessible to all. Equally important, our conference provides vital support to strengthen New Jersey’s nonprofit community throughout the year.

The **New Jersey Center for Nonprofits** is the statewide network, champion and go-to resource for and about our state’s nonprofits. For 40 years, the Center has provided advocacy, knowledge, insights and tools so nonprofits can focus on the communities and causes they serve. The Center gives nonprofits the information and tools they need to pursue their missions more effectively, strengthening nonprofits as individual organizations and as a community for the greater good.

**Please see the attached sponsorship opportunities and learn how you can be at the forefront of the Center’s conference this year.**

The New Jersey Center for Nonprofits welcomes and appreciates donations and sponsorships consistent with our mission. For more information, contact Susan Merrill O’Connor (susan@njnonprofits.org) or Linda Czipo (lczipo@njnonprofits.org)
For complete details, see the full descriptions on the following pages.

### Sponsorships at a Glance

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| Name/logo on conference insulated tote [Tote spons. sold out] | * | | | | | | | | | | | *
| Include item on conference lunch tables | * | | | | | | | | | | | * |
| Include item in conference tote bag | * | * | * | * | * | * | * | * | * | * | * | * |
| Special acknowledgment on conference mailer | * | | | | | | | | | | | *
| Name/logo on conference lanyard [SOLD OUT] | | | | | | | | | | | | *
| Opportunity to create a 30-second video spot for app | * | * | * | * | * | * | * | * | * | * | * | * |
| Message in post-event email from Center | * | | | | | | | | | | | * |
| Pre-conference sponsor spotlight email | * | | | | | | | | | | | * |
| Name mention opportunities specific to conference app | * | * | * | * | * | * | * | * | * | * | * | * |
| Name/Logo Recognition | * | * | * | * | * | * | * | * | * | * | * | * |
| Complimentary conference admission(s) (varies by sponsorship) | * | * | * | * | * | * | * | * | * | * | * | * |
| Underwriting of conference admission(s) (varies by sponsorship) | * | * | * | * | * | * | * | * | * | * | * | * |

**2022 New Jersey Nonprofit Conference**

Additional or customized sponsorship opportunities are available.

The New Jersey Center for Nonprofits welcomes and appreciates donations and sponsorships consistent with our mission.

To sign on as a sponsor online, visit [https://njnonprofits.wufoo.com/forms/2022-nj-nonprofits-conference-sponsorship](https://njnonprofits.wufoo.com/forms/2022-nj-nonprofits-conference-sponsorship). For more information, contact Susan Merrill O’Connor (susan@njnonprofits.org) or Linda Czipo (lczipo@njnonprofits.org).
Champion Sponsor: $25,000 (limit 1)

- **EXCLUSIVE!** Lead sponsor of the entire conference
- **EXCLUSIVE!** Corporate banner in plenary ballroom for the duration of the conference
- Speaking opportunity before plenary audience of 500+ (3 minutes) during welcome or luncheon portion of conference, as agreed mutually by sponsor and the Center
- **EXCLUSIVE!** Opportunity for placement of brochure, “giveaway” or other promotional item at lunch table place settings
- **EXCLUSIVE!** Name and logo as champion sponsor on main conference sign
- Noncommercial content of your choice in one standalone post-event email to be sent by the Center on your behalf
- Premium placement exhibit table at conference
- Inclusion of name/single-color logo on conference tote
- Sponsor spotlight email before the event
- Handout or promotional item in conference packet or in tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Prominent placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Eight complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice
Opening Plenary OR Luncheon Sponsor: $15,000 (limit 2, one per segment)

- **EXCLUSIVE!** Lead sponsor of the morning or afternoon plenary segment of the conference (sponsor preference; first come, first served)
- **EXCLUSIVE!** 2-minute speaking opportunity for all attendees during the sponsor's conference segment
- Premium placement exhibit table at conference
- A digital sponsor badge to display on your website or other online platforms
- Noncommercial content of your choice in one standalone post-event email to be sent by the Center on your behalf
- Sponsor spotlight email before the event
- Handout or promotional item in conference packet or in tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Prominent placement of sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Four complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

Reception Sponsor: $15,000 (limit 1; or can be split among two sponsors)

- **EXCLUSIVE sponsor** of after-conference reception*
  * reception contingent upon full reception sponsorship goal being reached
- **EXCLUSIVE!** Opportunity to give brief welcome at reception
- Exhibit table in main hall
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Four complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice
Tote Bag (Grocery Tote)  SOLD OUT

- Name/single-color logo on environmentally-friendly insulated grocery tote bags for all conference participants
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Four complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

Photography, Selfie Station & Video Sponsor: (Contact us to discuss)

- Underwrites costs of photography and videography at the conference
- **EXCLUSIVE!** Special visual promotion at the photography / selfie station
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice
Advocate (Workshop Track) Sponsors: $6,000 (limit 6)

- **EXCLUSIVE!** Two-minute speaking opportunity to give brief welcome in breakout session and introduce session presenter
- **EXCLUSIVE!** Sponsor name and logo on day-of-event breakout room signage
- **EXCLUSIVE!** Opportunity to provide promotional materials or “giveaways” to track attendees
- Exhibit table in main hall
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Four complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

*Intention Planner™ Sponsor: $5,000 – $10,000 (limit 1)*

- Underwrites copies of the *Intention Planner*, a daily planner and accountability system developed by 2022 conference keynote speaker Meico Marquette Whitlock. *(Planners will only be purchased if sponsor is identified).* A $5,000 sponsorship will fund the purchase of planners for the first 250 conference registrants; $10,000 will fund 500 planners for conference attendees. Contact us to discuss additional options.
- **EXCLUSIVE!** Sponsor name/logo/acknowledgment printed on all planners
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice
Printing/Postage Sponsors: $4,000 (limit 2)  (Contact us to discuss)
- Underwrites costs of design, printing and postage for conference mailings, signage, program book, and other materials
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

App Sponsor: $4,000 (limit 1)
- Underwrites the official conference app
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

Lanyard Sponsor: $3,500 (limit 1)  SOLD OUT
- EXCLUSIVE! Single-color name/sponsor icon on conference attendee name badge lanyards
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice
Partner Sponsors: $3,000 (limit 6)
- Exhibit table in main hall
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

Teammate Sponsors: $2,000 **Special Nonprofit Discount: $1,750 for 501(c)(3) nonprofits
- For the first 5 enrollees ONLY: Upstairs exhibit table at conference
- Handout or promotional item in conference tote bag for all attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

Scholarship Sponsors: $1,500 for 12 slots; an additional 6 slots for $750
- Underwrite scholarships for conference attendees from nonprofit organizations
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for every 12 scholarships supported
**Mask Sponsor (Contact us to discuss)**

- Underwrite approx. 600 face coverings in conference tote for all conference attendees
- Acknowledgments link/logo on Center website and on post-event materials
- A digital sponsor badge to display on your website or other online platforms
- Name mention opportunities specific to conference app
- Sponsor name and/or logo and hyperlink on all distributed materials related to the event, including promotional and informational materials, eblasts, redistributed emails from New Jersey nonprofit service and membership organizations, post-event materials, social media mentions (more than 21,000 followers), media releases to outlets in New Jersey, New York City, and Philadelphia, the Center’s website, and websites and/or listservs that reach nonprofit organizations
- Two complimentary admissions to conference for representatives of your organization and/or the nonprofit(s) of your choice

**Additional or customized sponsorship opportunities are available. Contact us to learn more.**