Sponsorship Opportunities

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

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

The New Jersey Nonprofits conference is the only annual gathering that brings together nonprofits of all missions, sizes and New Jersey counties.

- Over 600 nonprofit leaders, decision makers, staff, volunteers and allies
- Breakfast and luncheon keynote session with nationally recognized thought leaders
- Over a dozen breakout sessions on timely topics for CEOs/executive directors, development directors/managers, program officers, finance/HR executives, frontline staff, board members, volunteers and donors
- 25 exhibitors with the latest products and services for nonprofits
- After-event networking reception
- And so much MORE!

The conference honors the many ways nonprofits make a difference for our diverse, thriving communities, gives us an opportunity to exchange insights and ideas, and provides valuable tools and information that can be put to use right away.

**Conference sponsorship offers wide online and day-of-event 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 over 40 years, the Center has provided advocacy, knowledge, insights and tools to strengthen nonprofits as individual organizations and as a community for the greater good.

**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)
# New Jersey Nonprofit Conference
## Sponsorships at a Glance

For complete details, see the full descriptions on the following pages.

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<th>Sponsorship Level</th>
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<th>INSULATED tote bag (grocery tote)</th>
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<th>App Sponsor</th>
<th>Printing/Postage Sponsor</th>
<th>Lanyard Sponsor</th>
<th>Book Sponsor</th>
<th>Partner</th>
<th>Scholarship Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Banner displayed in main ballroom</td>
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<td>3-minute speaking opportunity before all attendees</td>
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<td>2-minute speaking opportunity before all attendees</td>
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<td>2-minute speaking opportunity before reception attendees</td>
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<td>2-minute speaking opportunity to introduce a workshop track</td>
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<td>Digital sponsor badge for your website</td>
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<td>Exhibit Table (subject to availability)</td>
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<td>Label with name/logo on each book for conference attendees</td>
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<td>Name/logo on conference insulated tote</td>
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<td>Name/logo on conference standard tote</td>
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<td>Include item on conference lunch tables</td>
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<td>Name/logo on conference lanyard</td>
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<tr>
<td>Opportunity to create a 30-second video spot for app</td>
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<td>Standalone message in post-event email from Center</td>
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<td>Pre-conference sponsor spotlight email</td>
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<td>Name mention opportunities specific to conference app</td>
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<td>Name/Logo Recognition in emails, signage, etc.</td>
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<td>Complimentary conference admission(s) (varies by sponsorship)</td>
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<td>Underwriting of conference admission(s) (varies by sponsorship)</td>
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2023 New Jersey Nonprofit Conference
Champion Sponsor: $20,000 (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 600+ (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
- 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 25,000 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
- 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: $8,000 (limit 1)

- **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
- 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 25,000 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) $6,000 to $8,000 (Limit 1)

- Name/single-color logo on environmentally-friendly insulated grocery tote bags OR standard tote bags (depending on amount of sponsorship) for all conference participants
- 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 & Video Sponsor: (Contact us to discuss)

- Underwrites costs of, or provides in-kind, photography and/or videography at the conference
- 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 25,000 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
- 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 25,000 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

Book Sponsor: $5,000 – $10,000 (limit 1)

- **EXCLUSIVE!** Sponsor name/logo label on the front of all books.
- 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 25,000 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
- 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 25,000 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)**

- **EXCLUSIVE!** Single-color name/sponsor icon on conference attendee name badge lanyards
- 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 25,000 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 Sponsor with Exhibit Table: $3,500 nonmembers; $3,000 for NJ Center for Nonprofit associate members; $2,500 for nonprofits (limit 20)**

- Exhibit table in main hall
- 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 25,000 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

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 8 spots**

- 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 25,000 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 8 scholarships supported

**Additional or customized sponsorship opportunities are available.** [Contact us to learn more.](mailto:contact@center.org)