

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 \$56 billion annually**, much of it within the Garden State
- Marshal the energies and talents of **1.4 million volunteers** every year

Coming together once a year at our annual conference, **the largest annual gathering of New Jersey nonprofits and allies**, provides an opportunity to reconnect with old friends, share our stories, forge new partnerships, and learn new strategies for our future.

- Over 600 nonprofit leaders, decision makers, staff, volunteers and allies
- Keynote session featuring a nationally recognized thought leader
- 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!

We invite YOU to join us as a conference sponsor this year. The conference honors the many ways nonprofits make a difference for our diverse, thriving communities, provides an opportunity to exchange insights and ideas, and offers valuable tools and information that can be put to use right away.

Conference sponsorship offers vast 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 Rosalía Velázquez (rosalia@njnonprofits.org) or Linda Czipo (lczipo@njnonprofits.org)

New Jersey Nonprofit Conference

Sponsorships at a Glance

	Champion Sponsor	Opening Plenary or Luncheon Sponsor	Reception Sponsor	INSULATED Tote Bag Sponsor	Advocate (Workshop Track) Sponsor	Photography/Video Sponsor	App Sponsor	Lanyard Sponsor	Quiet Room Sponsor	Partner Sponsor	Break Sponsor	Teammate Sponsor	Scholarship Sponsor
Banner displayed in main ballroom	*												
3-minute speaking opportunity before all attendees	*												
2-minute speaking opportunity before all attendees		*											
2-minute speaking opportunity before reception attendees			*										
2-minute speaking opportunity to introduce a workshop track					*								
Exhibit Table (subject to availability)	*	*	*		*					*			
Acknowledgment links/logo on Ctr. website & post event materials	*	*	*	*	*	*	*	*	*	*	*	*	*
Digital sponsor badge for your website	*	*	*	*	*	*	*	*	*	*	*	*	*
Name/logo on conference insulated tote	*			*									
Opportunity for placement of brochure, "giveaway" or other promotional item at lunch table place settings	*												
Name/logo on conference lanyard								*					
Sponsor spotlight email before the event	*	*											
Standalone message in post-event email from Center	*	*											
Name mention opportunities specific to conference app	*	*	*	*	*	*	*	*	*	*	*	*	*
Name/Logo Recognition in emails, signage, etc.	*	*	*	*	*	*	*	*	*	*	*	*	*
Complimentary conference admission(s) (varies by sponsorship)	*	*	*	*	*	*	*	*	*	*	*	*	*
Sponsor name and logo featured at beverage break stations											*		
2024 New Jersey Nonprofits Conference													

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

For more information, contact Rosalía Velázquez (rosalia@njnonprofits.org)
or Linda Czipo (lczipo@njnonprofits.org)

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
- **EXCLUSIVE!** Speaking opportunity (three minutes) before plenary audience of 600+ 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 (*contingent upon sponsorship confirmation prior to print/production deadline*)
- 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 luncheon 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 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

Reception Sponsor: \$9,000 (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) \$8,000 (Limit 1)

- Name/single-color logo on **insulated grocery tote bag** 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 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

Advocate (Workshop Track) Sponsors: \$7,000 (limit 8)

- **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

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

App Sponsor: \$5,000 (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: \$4,500 (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

Charging Room Sponsor: \$3,500 (limit 1)

- **EXCLUSIVE** – Sponsor hosts a room that features soft music, charging stations, and beverages. Sponsor can include promotional materials and signage in this room.
- 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

Partner Sponsor with Exhibit Table: \$3,000 for NJ Center for Nonprofits associate members; \$2,500 for nonprofits; \$5,000 for nonmembers (limit 18 total)

- Exhibit table in main hall (subject to availability)
- 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

Break Sponsor: \$2,500 (limit 2)

- **EXCLUSIVE** – Sponsor's name and logo featured at our beverage break stations
- 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

Teammate: \$1,900 (limit 4)

- **EXCLUSIVE** – Sponsor can include one flyer or postcard on registration table near nametags
- 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

Scholarship Sponsors: \$1,500 for 8 spots

- Underwrite scholarships for conference attendees from nonprofit organizations *other than your own*. Up to four (4) scholarships may be selected by the sponsor for the nonprofit(s) of their choice, with the remainder selected by the Center among scholarship applicants. (Deadlines for selection apply.)
- 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.](#)



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