Sponsorship & Marketing Opportunities

2024 Conference for North Carolina’s Nonprofits
OUR ORGANIZATION

The North Carolina Center for Nonprofits educates, connects, and advocates for North Carolina nonprofits. We offer capacity-building services, training, and resources to our 1,100 nonprofit member organizations across the state. We collaborate with funders, businesses, and other partners that support nonprofits. We advocate for and with the nonprofit sector at the local, state and federal levels.
OUR CONFERENCE

The Conference for North Carolina’s Nonprofits is the Center’s annual in-person gathering for nonprofit staff and board members, funders, and consultants that work with nonprofits to connect with colleagues, learn from experts and practitioners, and share resources and insights that recharge their work and sector. Our 2024 event takes place October 22-23 at the Sheraton Imperial in Research Triangle Park, NC.

The 2-day event features experts and speakers with keynotes and concurrent sessions on best practices and sector trends, nonprofit legal compliance workshop, welcome reception, Nonprofit Marketplace exhibit hall, and plenty of opportunities for participants to meet and network.
450 anticipated 2024 attendees

30,000 conference website annual pageviews

15,500 Social media followers

12,000 Email subscribers

OUR CONFERENCE AUDIENCE

Attendees by Nonprofit Type
SPONSORSHIP & MARKETING OPPORTUNITIES

Conference sponsorships vary by giving level (Exclusive, Premier and General) and benefits so sponsors have options to support the visibility and brand awareness you’d like to build.

We appreciate all sponsorships because they help subsidize the costs of hosting the conference and we can keep registration fees more affordable so more nonprofit leaders can attend.
RECEPTION
$3,000

This reception is a wonderful way for nonprofit leaders to network in a casual, social setting at the Sheraton Imperial. It’s held at the end of the first day of the conference.

PRESENTING SPONSOR
$35,000

The Presenting sponsor receives maximum recognition and visibility throughout the conference, including opening remarks about your organization and introduction of the keynote speaker presentation.
Five blocks of two or three concurrent sessions on nonprofit management topics form the backbone of the conference. Session ideas are submitted by RFP process and selected by review committee of volunteers. Sessions announced in July 2024.

CONCURRENT SESSIONS
(limit 1 sponsor per session)
$2,500 each

Held the first day of the conference, this half-day workshop provides a better understanding of the common nonprofit legal compliance policies, rules, and issues that affect nonprofit organizations. It features a mix of plenary and breakout sessions, conveys CLE credits.

NONPROFIT LEGAL COMPLIANCE WORKSHOP
(Limit 2 sponsors, with market exclusivity)
$2,500

Consider making the conference an affordable educational opportunity for the nonprofits you support by providing scholarships. Scholarship sponsor determines the number of scholarships and selection criteria; the Center administers the program.

SCHOLARSHIPS
(unlimited sponsors)

Five blocks of two or three concurrent sessions on nonprofit management topics form the backbone of the conference. Session ideas are submitted by RFP process and selected by review committee of volunteers. Sessions announced in July 2024.
LANYARD SPONSOR  
(limit 1 sponsor)  
$2,000  
Gain your market edge around the neck of every participant with name badge lanyards. Sponsorship includes cost to purchase and produce lanyards.

REFRESHMENT BREAKS  
(limit 3 sponsors)  
$1,500 each  
Support networking at its best when attendees gather for light refreshments throughout the conference.

PHOTO BOOTH SPONSOR  
(limit 1 sponsor)  
$3,000  
Highlight your company’s logo on the photo booth prints and for every participant that snaps a memento. Sponsorship includes cost to rent and staff photo booth during Conference.
# 2024 GENERAL CONFERENCE SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Champion</th>
<th>Advocate</th>
<th>Sponsor</th>
<th>Supporter</th>
<th>Host</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>In-kind</td>
</tr>
</tbody>
</table>

**Hospitality & Marketing**

- Complimentary registrations & custom Conference memento
  - 4
  - 6
  - 4
  - 2
  - 3
- Purchase additional discounted registrations at $25 off
  - Yes
  - Yes
  - Yes
  - Yes
  - Yes
- Complimentary half banner ad in NCCN Nonprofit Connections e-newsletter (ad designed by sponsor)
  - 2
  - 1
  - 0
  - 0
  - 0

**Recognition**

- Opportunity to make brief remarks at conference
  - *
  - *
  - Yes
- Premium recognition on NCCN & Conference social media pages/promotions
  - *
  - *
- Recognition projected on plenary screens during event
  - Logo
  - Logo
  - Logo
  - Text
  - Text
  - Text
- Recognition on event website landing pages
  - Logo
  - Logo
  - Text
  - Text
  - Logo

**Fair Market Value**

- $720
- $880
- $520
- $260
- $390
EXHIBITING
$925 | $725*

The Nonprofit Marketplace is professionally produced exhibit space that is open throughout the conference.

Purchase exhibit space online beginning in May 2024.

PROGRAM ADVERTISING

Full Page: $625 | $438*
Half Page: $325 | $228*
Quarter Page: $225 | $158*

Program advertisements appear in the full-color program book (sized 8.5”x5.5”) that is printed and given to each conference participant and available as a digital download.

PROJECTION SCREEN ADVERTISING

$450 | $315*

Screen advertisements appear on 14-foot screens in a loop during plenary sessions.

Purchase advertising online beginning in May 2024.

*Sponsors & Sustainers discounted rates
THANK YOU

For questions and more information:

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