

Nonprofit Fundraisers Symposium

March 15-17, 2023 | Hilton National Mall at the Wharf, Washington, DC

SPONSORSHIP OPPORTUNITIES

On behalf of The Nonprofit Alliance (TNPA) and the Direct Marketing Association of Washington (DMAW), we are pleased that you are interested in being part of our inaugural **Nonprofit Fundraisers Symposium** as a sponsor!

This first-time event will accommodate 300 registrants and 20 tabletop displays. Anticipating a successful 2023 event, we are working at expanding our offerings in 2024 with a larger venue.

Since announcing the event, we have received overwhelming interest, exceeding our initial projections. We expect that the corporate partner opportunities will quickly sell out for 2023. To be as transparent and fair as possible, sponsorships will be assigned through a lottery process.

THE PROCESS

1. **By Friday, January 27**, please complete the [form](#) (click the word [form](#) or scan this QR code to be taken to the form).
2. Rank order your choices for sponsorship (and yes, choose more than one option, just put them in your order of preference).
3. You will receive a confirmation that we have your choices. That confirmation will include a Zoom link for the lottery drawing to be held on **Wednesday, February 1**.
4. On **Wednesday, February 1, at 3:00 PM ET**, we will run the lottery. Companies need not be present to win, but we encourage you to do so! During the lottery, we will randomly draw a company name, look at their list, and if your first choice is available, you get it. If not, we look at your second choice, etc. Then we draw the next company name.
5. All selected sponsors will be notified by **Friday, February 3rd**.
6. Payment for the sponsorship opportunity will be due by **Friday, February 17, 2023**. If not paid in full by that time, we will cancel your selection and choose another company.



Lottery Guidelines

- If you receive a sponsorship, **it is non-transferable, that means no swapping**. If Company XYZ wins a sponsorship, Company XYZ must be the one to participate. The sponsorship cannot be transferred to another company in the corporate group. If Company XYZ chooses not to participate, their sponsorship opportunity will be put back in the lottery to be given to the next randomly drawn company.
- In the interest of having as many companies as possible involved, those who did not win a sponsorship will be given priority for any tabletops that may be available.
- If you win a sponsorship opportunity and also want a tabletop display, you will have the opportunity to purchase one, based on availability after the companies who did not win are given the first-right-of-refusal for a tabletop.
- No badge swapping.

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On the next page are the sponsorship levels and the number available in each level.

We are incredibly excited about this new symposium! Co-chairs Tiffany Neill, CFRE, Partner/Owner, Lautman Maska Neill & Company and Mwosi Swenson, President & CEO, Mal Warwick Donordigital are curating a phenomenal educational program, curating timely content and the best-of-the-best in speakers.

If you have any questions, please do not hesitate to contact us. In the meantime, we look forward to seeing you at the Nonprofit Fundraisers Symposium!

Regards,

Shannon McCracken
President & CEO



Donna Tschiffely
Executive Director



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PLATINUM - \$10,000 – General Session and Keynote Sponsors (4 opportunities)

- Two (2) complimentary attendees; plus can purchase one (1) additional registration
- One (1) tabletop display (includes table, two chairs and a wastebasket)
- Attendee mailing list
- Mention from podium
- Logo branding on screen
- Logo on signage
- Logo on website
- Logo on App
- Two (2) LinkedIn posts by Symposium about Sponsor by TNPA and DMAW
- Item placement on attendee table (must be approved by Symposium)
- Full page ad in the program book

GOLD - \$7,500 – Educational Session Sponsors (5 opportunities)

- Two (2) complimentary attendees; plus can purchase one (1) additional registration
- One (1) tabletop display (includes table, two chairs and a wastebasket)
- Attendee mailing list
- Logo branding on screen
- Logo on signage
- Logo on website
- One (1) LinkedIn post by Symposium about Sponsor
- Half page ad in the program book

SILVER - \$5,000 – Welcome Reception Sponsors (10 opportunities)

- Two (2) complimentary attendees
- Text name on screen
- Logo on signage at reception
- Text on website
- Quarter page ad in the program book
- Option: to buy one (1) tabletop display if available (includes table, two chairs and a wastebasket)

BRONZE - \$3,000 – Refreshment Break Sponsors (20 opportunities)

- One (1) complimentary attendee
- Text name on screen
- Logo on signage at breaks
- Text on website
- Listing as supporter in the program book
- Option: to buy one (1) tabletop display if available (includes table, two chairs and a wastebasket)

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NFS Program Schedule

(Schedule subject to change.)

Wednesday, March 15

2:00 PM – 5:30 PM

Tabletops setup

6:00 PM – 7:30 PM

Welcome Reception & Visit tabletops

Thursday, March 16

9:00 AM – 10:30 AM

Opening General Session with Continental Breakfast and keynote speaker

10:30 AM – 10:45 AM

Refreshment break and visit tabletops

10:45 AM – 12:00 Noon

Breakout Session – Round 1

- Recovery
- Relevance
- Resiliency

12:00 – 1:30 PM

Lunch, Networking & Visiting Tabletops

1:30 – 2:45 PM

Breakout Session – Round 2

- Recovery
- Relevance
- Resiliency

2:45 – 3:00 PM

Refreshment break and visit tabletops

3:00 PM

Tabletops close

3:00 – 4:15 PM

Breakout Session – Round 3

- Recovery
- Relevance
- Resiliency

Friday, March 17

9:00 AM – 10:15 AM

Breakout Session – Round 4

- Recovery
- Relevance
- Resiliency

10:30 AM – 11:45 AM

Closing General Session with keynote speaker