The Nonprofit Alliance

2027

Sponsorship Opportunities

www.tnpa.org

TNPA 2027 Strategic Partnership Portfolio

Committed to the Sector, Customized for You.

The nonprofit sector runs on strong leadership, skilled professionals, and a healthy talent pipeline. TNPA's sponsorship portfolio puts your organization at the center of all three, connecting you with the leaders shaping the sector today and the talent defining it tomorrow.

In 2027, we have consolidated our offerings into a single, streamlined portfolio. This model ensures your organization has a guaranteed presence at our premier executive events, while giving you the flexibility to tailor your additional impact through a customizable menu of "Impact Credits."

How It Works

1. **Select Your Tier:** Choose the tier that meets your needs for executive access and base visibility.

2. **Pick Your Credits:** Select your included Impact Credits from the menu on Page 5.

3. **Add Premiums:** Enhance your package with exclusive add-ons, like chaperoned emails or program ad size upgrades.

4. **Commit Early:** Confirm your partnership by **December 15, 2026**, to receive a **5% Early Bird discount**.

Contact: Dominika Brice, Programs Manager (dbrice@tnpa.org)

Note: Given the high demand for our programming, sponsorship packages are often reserved for current TNPA members, with limited opportunities for non-member firms. Our members can expect competitive sponsorship options and commensurate benefits to drive optimal return on your investment.

The 2027 Partnership Tiers

All partnerships include a core foundation of visibility and access to the **TNPA Leadership Summit** (in-person), the **Essential Leadership Lab** (virtual), and the **Rising Leaders Summit** (virtual).

Tier	Investment	Number Available	Summit Seats (Corp + Client)	Lab Seats (Corp + Nonprofit)	Impact Credits	Summit Program Ad Size
Platinum	$15,000	4	3 Corporate + 2 Client	2 Corporate + 2 Nonprofit	Choose **5**	Full Page
Gold	$11,000	6	2 Corporate + 2 Client	1 Corporate + 2 Nonprofit	Choose **4**	Half Page
Silver	$7,500	10	1 Corporate + 2 Client	1 Corporate + 1 Nonprofit	Choose **3**	Quarter Page
Bronze	$4,500	10	1 Corporate + 1 Client	1 Corporate + 1 Nonprofit	Choose **2**	Quarter Page

Core Benefits for All Partners:

- Logo recognition on 2027 Summit, Lab, and Rising Leaders website landing pages.
- Leadership Summit Preview Call with planning committee for early insights on themes, programs, and on-site activities.
- Recognition on Welcome Signs and Slides at the Leadership Summit.
- Logo on slide rotation during Rising Leaders Summit session breaks.
- Invitation for your company's sponsorship manager/point of contact to a sponsor VIP appreciation happy hour in Washington, DC., hosted by TNPA.
- Recognition in TNPA email and social media promotions.

Platinum, Gold & Silver Partners Also Receive:

- Named co-sponsor recognition of the Leadership Summit Welcome Reception.

Platinum & Gold Partners Also Receive:

- Insert in the Rising Leaders Summit Kit, sent to all registrants (printed insert + one small branded item, subject to TNPA approval for size and to avoid duplication).

Platinum Partners Also Receive:

- Two-minute podium opportunity at the Leadership Summit.
- Printed insert in Lab Welcome Kits, sent to all new and renewing Lab members.

The Impact Credit Menu

Tailor your partnership by selecting the benefits that align with your goals.

1. "**Ask the Expert" Slot:** A 20-minute live Q&A session with the Rising Leaders cohort (virtual) on topic to be mutually agreed upon with TNPA.
   [*1 maximum per organization*]

2. **Thought Leadership:** One guest post on the TNPA blog website and TNPAConnect, plus a corresponding featured LinkedIn post.
   [*2 maximum per organization*]

3. **Advocacy Recognition:** Sponsor recognition during bimonthly virtual Legislative Briefings for TNPA members.
   [*1 maximum per organization*]

4. **Job Board Featured Post:** A 30-day "Featured" status for one listing on the TNPA Job Board.
   [*1 maximum per organization*]

5. **Newsletter Spotlight:** A logo and 75-word "Partner Spotlight" in one TNPA member newsletter (month of choice, up to two spotlights per month, limited availability).
   [*1 maximum per organization*]

6. **Webpage Visibility:** Linked logo on TNPA Workforce Development and Multicultural Calendar webpages.
   [*1 maximum per organization*]

Premium Add-On Opportunities

Available as additional investments to further amplify your reach.

- **Chaperoned Promo Email:** One dedicated email sent by TNPA to our full audience on a pre-scheduled week-of calendar date (+$1,500). [*1 maximum per organization*]
- **Summit Program Ad Upgrade:** Move up one ad size (e.g., Quarter to Half, or Half to Full) (+$1,000).
- **Lab Welcome Kit Insert:** Printed insert in Essential Leadership Lab attendee welcome kits — *for Gold, Silver, and Bronze partners not receiving as a baseline benefit* (+ $750). [*1 maximum per organization*]
- **Rising Leaders Summit Welcome Kit Package:** Printed insert + one small branded item (subject to TNPA approval, e.g., pen, notepad) in Rising Leaders Summit welcome kits — *for Silver and Bronze partners not receiving as a baseline benefit* (+ $750). [*1 maximum per organization*]
- **Named Reception Sponsorship:** Naming recognition as a sponsor of the Leadership Summit Evening Reception — *for Bronze partners not receiving as a baseline benefit* (+ $1,000).
- **Homepage Banner Week:** A branded banner on the TNPA homepage for one designated week. Artwork provided by sponsor, with TNPA's final right of approval (+ $1,000).
- **Pre-Roll Summit Slide:** A 30-second branded slide shown during all Leadership Summit session breaks (+ $500). [*1 maximum per organization*]
- **Sponsored Resource Upload:** One branded resource (guide, toolkit, checklist, white paper) uploaded to a TNPAConnect Resources page, available to all members for one full year. (+ $750). [*3 maximum per organization*]

2027 Event Dates:

- **Leadership Summit** | September 27-29, 2027 | Chicago, IL

- **Rising Leaders Summit** | Date TBD | Our established highly-rated program, now Virtual for expanded accessibility and attendee cost-savings. To be presented in two consecutive half day format.

Additional Sponsorships: The following will be offered as separate sponsorship opportunities:

- **Nonprofit Fundraisers Symposium** | March 3-5, 2027 | Washington, DC

- **Faith & Fundraising Forum** | TBD

Contact Dominika Brice (dbrice@tnpa.org) to be included on early outreach for best opportunities.

THANK YOU FOR SPONSORING TNPA PROGRAMMING