



# **Sponsor + Exhibitor Prospectus**

**October 25 and 26, 2021**

Online + in person at the Bayfront Convention Center in Erie, PA

# About The Nonprofit Partnership

**The Nonprofit Partnership is the region's most trusted resource for information, education, and best practices for nonprofits.** We serve more than 400 member organizations with a robust menu of programming designed to help them go further and reach higher.

In addition to our annual conference, now in its 20<sup>th</sup> year, we host dozens of workshops, forums, clinics, one-on-ones, and intensive trainings throughout the year, many of which are offered in collaboration with sector leaders and subject matter experts. We also have a vibrant online presence which includes our email newsletter, the Nonprofit Insider; a job board; a blog, hosted on our website at [YourNPP.org](http://YourNPP.org); an extensive resource library; a help desk portal; and much more. We also support our membership by providing countless consultations each year on topics ranging from governance and strategy to marketing, fundraising, and operations—and everything in between.


## Keystone Nonprofit Conference Details

**Monday, October 25:** The Pre-Conference (timeframe TBD)

**Tuesday, October 26:** The Main Event (7:30 AM to 5:15 PM)

Online + in person at the Bayfront Convention Center in Erie, PA

## Contact



**Click here to  
schedule a  
time to chat  
with Erin!**

**Erin Yates**

Director of Operations & Partnerships

The Nonprofit Partnership

[eyates@yournpp.org](mailto:eyates@yournpp.org)

(814) 240-2490 x 3

# About the Keystone Nonprofit Conference

## The Main Event: Tuesday, October 26, 2021

**The Keystone Nonprofit Conference, formerly Nonprofit Day, is the premier professional conference for nonprofit staff and leadership in the Lake Erie region.** Each year, more than 440 attendees from over 175 organizations gather to learn and connect at the Bayfront Convention Center.

The 2021 Keystone Nonprofit Conference will feature a dozen high-caliber breakout sessions in four categories: fundraising; marketing and communications; management and leadership; and governance. Plus, we're bringing in two fantastic keynote speakers to share their insights on the sector with our attendees.

***To be the first to know about this year's speaker lineup and to stay up-to-date on all things Keystone, sign up for our conference mailing list [here](#)!***

## The Pre-Conference: Monday, October 25

In addition to the day-long conference our attendees and partners know and love, we've added a pre-conference day full of intensive programming for attendees who want to take a deeper dive into select topics.

## Who Attends Keystone?

In 2019, The Nonprofit Partnership welcomed 444 attendees from 179 nonprofits to its annual educational conference—the greatest number of attendees and organizations in the history of the conference!

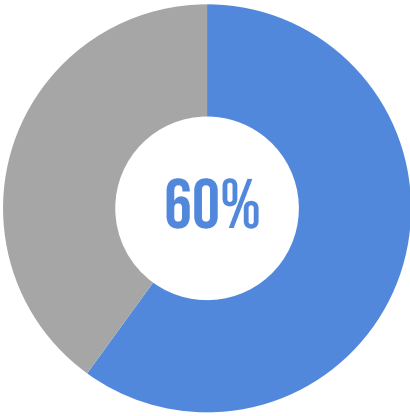
**444** conference attendees

**179** nonprofits represented

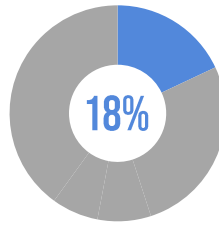
**390** nonprofit sector attendees

**54** private sector attendees

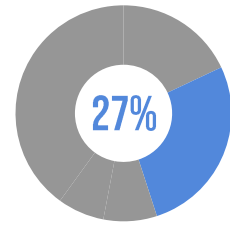




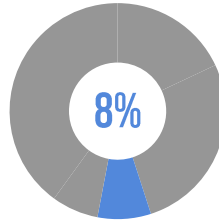
Attendees that occupy senior leadership positions at their organizations



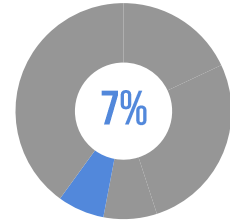
Executive Directors & CEOs



Directors

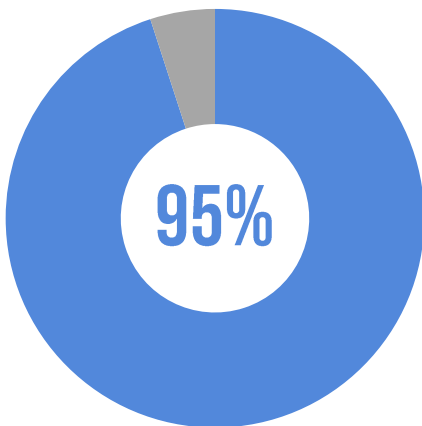


COOs, CFOs, and VPs

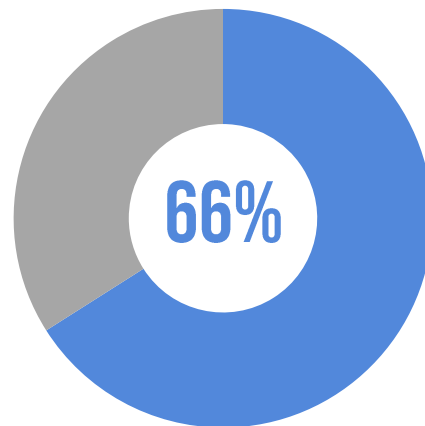


Board Members

*Data depicted in the chart above represents nonprofit attendees only*



Attendees that have a role in deciding which goods and services their department uses

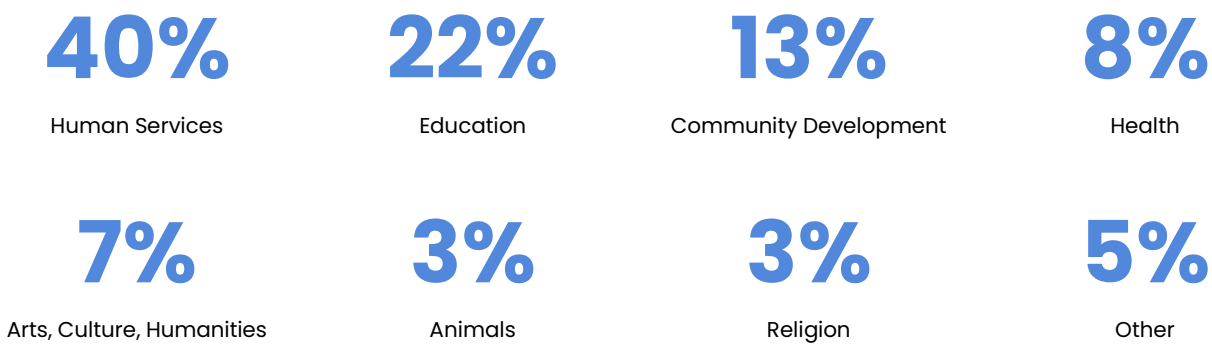


Attendees that make the final decision or share decision-making responsibility regarding which goods and services their department uses



# Attendees are Diverse

Among the 390 nonprofit attendees present at the 2019 conference, the best-represented organizational cause areas were Human Services (40%), Education (22%), and Community Development (13%). These numbers were largely consistent with the National Center for Charitable Statistics' 2018 [study](#) on the makeup of the nonprofit sector. This suggests that the conference's attendees are a representative cross-section of the sector as a whole.



Data depicted in the chart and table above represents nonprofit attendees only



# Sponsor & Exhibitor Opportunities

## EXHIBITOR

\$550 until July 31 → \$675 August 1 to September 30

### *Before the Conference*

- Recognition of your company on the conference website
- At least one mention of your company in promotional posts on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and confirmed attendee emails

### *Virtual*

- One virtual exhibitor table, which includes the ability to schedule one-on-one meetings or engage in spontaneous discussions with virtual attendees, customize your virtual exhibitor table with multimedia uploads (documents, videos, photos, etc.), and more

### *In Person*

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Listing of your company on the Exhibitor Card; see the Glossary for more details
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details

### *Additional*

- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

## FRIEND SPONSOR

\$1,350 until July 31 → \$1,650 August 1 to September 15

### *Before the Conference*

- Recognition of your company on the conference website and on the conference page of YourNPP.org
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees

### *Virtual*

- Recognition of your company throughout the virtual conference delivery platform
- One virtual exhibitor table, which includes the ability to schedule one-on-one meetings or engage in spontaneous discussions with virtual attendees, customize your virtual exhibitor table with multimedia uploads (documents, videos, photos, etc.), and more

### *In Person*

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details

**BENEFITS CONTINUED ON NEXT PAGE →**



- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

#### *Additional*

- Four complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

## **PREMIER SPONSOR**

**\$2,550 until July 31 → \$2,850 August 1 to September 15**

#### *Before the Conference*

- Recognition of your company on the conference website and on the conference page of YourNPP.org
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- The opportunity to submit a short company-produced video to be featured on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees
- The opportunity to send one guest email (sent from The Nonprofit Partnership on your company's behalf) to registered

**BENEFITS CONTINUED ON NEXT PAGE →**

attendees that have opted in to receive third party communications

- The opportunity to publish a blog post on YourNPP.org prior to the conference, topic and content to be discussed

### *Virtual*

- Recognition of your company throughout the virtual conference delivery platform
- One virtual exhibitor table, which includes the ability to schedule one-on-one meetings or engage in spontaneous discussions with virtual attendees, customize your virtual exhibitor table with multimedia uploads (documents, videos, photos, etc.), and more

### *In Person*

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

### *Additional Benefits*

- Eight complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- One unique unlimited-use 20% off discount code to share with your constituents
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

## OPENING KEYNOTE SPONSOR – ONE AVAILABLE

\$2,550 until July 31 → \$2,850 August 1 to September 15

### *Before the Conference*

- Recognition of your company on the conference website and on the conference page of YourNPP.org
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees

### *Both Virtual and In Person*

- **The opportunity to introduce the Opening Keynote speaker and share brief opening remarks with attendees (maximum of five minutes)**

### *Virtual*

- Recognition of your company throughout the virtual conference delivery platform
- One virtual exhibitor table, which includes the ability to schedule one-on-one meetings or engage in spontaneous discussions with virtual attendees, customize your virtual exhibitor table with multimedia uploads (documents, videos, photos, etc.), and more

### *In Person*

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session

**BENEFITS CONTINUED ON NEXT PAGE →**

- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

#### *Additional Benefits*

- Six complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- One unique unlimited-use 20% off discount code to share with your constituents
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

## **MID-DAY KEYNOTE SPONSOR – ONE AVAILABLE**

**\$2,550 until July 31 → \$2,850 August 1 to September 15**

#### *Before the Conference*

- Recognition of your company on the conference website and on the conference page of YourNPP.org
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels (LinkedIn, Facebook, Twitter, and Instagram)
- At least three mentions of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees

#### *Both Virtual and In Person*

- **The opportunity to introduce the Opening Keynote speaker and share brief opening remarks with attendees (maximum of five minutes)**

### *Virtual*

- Recognition of your company throughout the virtual conference delivery platform
- One virtual exhibitor table, which includes the ability to schedule one-on-one meetings or engage in spontaneous discussions with virtual attendees, customize your virtual exhibitor table with multimedia uploads (documents, videos, photos, etc.), and more

### *In Person*

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

### *Additional Benefits*

- Six complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- One unique unlimited-use 20% off discount code to share with your constituents
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees -- email addresses are not provided
- A social media toolkit to help your company promote its conference participation

## **CUSTOM CONFERENCE SPONSORSHIP**

Please reach out to Erin Yates, Director of Operations & Partnerships, to discuss custom sponsorship opportunities. Erin can be reached at [eyates@yournpp.org](mailto:eyates@yournpp.org) or at (814) 2402490 x 3.

## PRE-CONFERENCE SPONSORSHIP

Please reach out to Erin Yates, Director of Operations & Partnerships, to discuss pre-conference sponsorship opportunities. Erin can be reached at [eyates@yournpp.org](mailto:eyates@yournpp.org) or at (814) 2402490 x 3.



## Agenda

### Tuesday, October 25, 2021

Time	Activity
7:30 AM to 9:00 AM	Registration + Exhibit Hall + Breakfast
9:00 AM to 10:15 AM	Opening Keynote + Breakfast
10:15 AM to 10:30 AM	Exhibit Hall + Break
10:30 AM to 11:45 AM	Breakout Sessions
11:45 AM to 12:00 PM	Exhibit Hall + Break
12:00 PM to 1:30 PM	Mid-Day Keynote + Lunch
1:30 PM to 2:00 PM	Exhibit Hall + Break
2:00 PM to 3:30 PM	Breakout Sessions
3:30 PM to 3:45 PM	Exhibit Hall + Break
3:45 PM to 4:45 PM	Breakout Sessions
4:45 PM to 5:15 PM	Closing + Reception

*The agenda above is subject to change and represents the schedule of an in person conference attendee.*

# Glossary

## Exhibitor Pass

A type of registration that provides company representatives that are staffing Exhibitor spaces access to *some* parts of the conference, including:

- The Exhibit Hall
- Breakfast, lunch, and the reception

**An exhibitor pass is not the same as an attendee registration;** however, staff with exhibitor passes may purchase conference registrations at a deeply discounted rate in order to gain access to breakout sessions or they may use registrations provided to their company as a part of the company's sponsorship.

## Attendee Registration

A type of registration that provides full access to the *entire* conference, including:

- The Exhibit Hall
- Breakfast, lunch, and the reception
- Breakout sessions

## Exhibitor Card

The Exhibitor Card is a part of a popular conference promotion that's a fun cross between bingo and a scavenger hunt.

Here's how it works: attendees receive Exhibitor Cards in their conference bags when they enter the venue. Each Exhibitor Card has every conference Exhibitor's name listed. For attendees, the object of the game is to get a signature from a certain number of Exhibitors.

Once they've won the requisite signatures, they can then enter their Exhibitor Card into the Exhibitor Card Drawing for a chance to win one of several prizes.

## Exhibitor Card Drawing

The Exhibitor Card drawing takes place at the conference reception. Attendees' Exhibitor Cards will be drawn from a ballot box. When a Card is drawn, the winner's name will be announced and they'll be invited to choose a prize from the prize table. It's that simple!

## Exhibitor Card Drawing Prize

Sponsors are invited—and encouraged—to provide prizes for the Exhibitor Card drawing, but we do have a few guidelines we'd like you to keep in mind when selecting prizes to share:

- Prizes are meant to be enjoyed by individual attendees, not their employers
- **We will not accept coupons, vouchers for free consultations, free business services packages, or other similar items as prizes**
- Examples of previous prizes include gift cards, Bluetooth speakers, Google Homes, and Kindles

## Conference Bag

All attendees receive a conference bag at check-in. Each bag contains a program book, an Exhibitor Card, and goodies from our sponsors and exhibitors!

## Giveaway

If you'd like to include a giveaway in attendees' conference bags, please ensure the item is compact and lightweight.

**We will not accept any printed collateral (flyers, brochures, booklets, etc.) as a giveaway for attendees' conference bags;** instead, please display printed materials at your Exhibitor space.

Looking for giveaway ideas? Email Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org).

## Mailing List

A mailing list is a list sent to sponsors and exhibitors within two business days of the conclusion of the conference. This list includes attendees' names, titles, organizations, and organizational mailing addresses. **Please note that we do not share attendees' email addresses with our corporate partners.**

## FAQs

### GIVEAWAYS

**I want to provide a giveaway for attendees' conference bags. Are there any guidelines I should be aware of?**

If you'd like to include a giveaway in attendees' conference bags, please ensure the item is compact and lightweight.

**We will not accept any printed collateral (flyers, brochures, booklets, etc.) as a giveaway for attendees' conference bags;** instead, we invite you to display printed materials at your exhibitor table.

**How many giveaways should I plan to share?**

Please plan to provide 550 giveaway items.

**What's the deadline for providing my giveaways?**

Giveaways must be delivered to The Nonprofit Partnership's offices (609 Walnut Street, Erie, PA 16502) by **Friday, October 8, 2021 at 4:30 PM Eastern.**

**Items delivered after this deadline will not be included in attendees' conference bags.**

**I know I want to do a giveaway, but I don't know what to choose! Can you give me some ideas?**

Yes! Email Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org) to chat.

## EXHIBITING

### **How exactly is an exhibitor pass different than a conference registration?**

Exhibitor passes grant entrance into the Exhibitor Hall, breakfast, lunch, and the reception. Exhibitor passes do not allow pass holders to enter breakout sessions.

### **I'm an Exhibitor and I want to attend breakout sessions. How can I make this happen?**

*For exhibitor representatives of sponsoring companies:*

- 1.) Register for the conference using the conference registration code provided to get access to breakout sessions for free or 2.) purchase additional registrations using the discount code provided to access member pricing

*For Exhibitors:*


Register for the conference using a discount code provided to access member pricing.

## **Learn more! Set up a call with Erin.**

We'd love to chat with you about becoming a sponsor or exhibitor of the Keystone Nonprofit Conference!

[Click here](#) to set up a time to chat with Erin Yates, Director of Operations & Partnerships at The Nonprofit Partnership. (Don't worry, you don't have to use the entire 45 minute time slot!)

You can also reach out by email at [eyates@yournpp.org](mailto:eyates@yournpp.org) or by phone at (814) 240-2490 x 3.



**Click here to  
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