



Alliance of Nonprofits  
Advancing a Powerful Nonprofit Sector

celebrating  
**10** years as a  
voice for  
nonprofits

# SPONSORSHIP

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2011

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“Leadership is both an honor and responsibility. I am thankful that EA offers me numerous and diverse opportunities to link with my peers, to develop my skills, and to gain a broader perspective as a frame of reference for my own work.”

**Monty Montoya, President & CEO, Sightlife**

## Fact Sheet

**Mission: Advancing a Power Nonprofit Sector, Supporting a Vibrant Community & Thriving Economy**

**Alliance of Nonprofits** is a nonprofit membership association that was founded in 2000 by sector leaders united in the vision of a community that values the role of nonprofits. We are here to support nonprofit organizations with capacity building and leadership development so that they can best serve our community.

The **Alliance** offers access and connection to nonprofit community leaders and stakeholders, provides critical information to build effective leadership, and represents the nonprofit community where it matters most.

We are offering a select group of companies and foundations the opportunity to sponsor our programs and events. Sponsorship enables you to connect directly with leaders within the nonprofit sector. A sector with an educated demographic; and one which is eager to support products and services that demonstrate an outstanding commitment to social responsibility.

### Alliance of Nonprofits

**Three key pillars through which we serve the nonprofit sector & achieve our mission**

<b>Voice &amp; Position</b>	<b>Public Policy</b>	<b>Leadership Development / Capacity Building</b>
Develop Economic Impact Study Report to build ethos for the sector with government policy influencers, policy makers, funders, business and nonprofits.	Bring information to members on an ongoing basis: <ul style="list-style-type: none"> <li>• Convene</li> <li>• Inform &amp; Education</li> <li>• Issue Identification &amp; Monitoring</li> </ul>	Provide a model of expanded nonprofit leadership in the community through the development of sector best/emerging practices.
Market nonprofit leaders as essential to a vibrant community and thriving economy	Advancing the model of individual nonprofits advocating on issues broader than the scope of the individual agency.  Expanding leader’s focus through public policy training & engagement.	Research types of programming that have proven effective, both in terms of degree of participation and subjective evaluations. Gather information from our members and possibly potential members on what types of leadership programming they would participate in, if offered by us.
E-mail Alerts on emergent issues and trends, events, and important news affecting nonprofits and the community  Monthly membership e-newsletter including Alliance and community events, news, and updates on Alliance programs and activities  Executive Director/CEO position announcements posted on our monthly e-newsletter	We advocate on state and federal governmental actions with significant impact on the nonprofit sector  We host forums on emerging issues giving nonprofit leaders an opportunity to have their voice heard outside their scope of influence	Peer Coaching Cohorts, Executive Director’s Forums, Leadership Speaker programs, Issue Forums and a Year in Review Forum The Washington State Nonprofit Conference, the Washington State’s largest nonprofit conference We partner with other organizations in an effort to leverage limited resources and provide more value to nonprofit leaders Savings on technology services and insurance products are offered through a special arrangement with various vendors
<b>Partnerships / Collaborations</b> <b>All of our key strategies are achieved through a partnership filter</b>		

## 2010 SPONSORSHIPS

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*Join the Alliance of Nonprofits in celebrating 11 years as a voice for nonprofits by sponsoring our work for the sector. Be recognized as a partner that has a strong presence in the sector.*

### PRESENTING SPONSOR

Single Sponsor \$30,000  
Co-sponsors \$10,000

### STAKEHOLDER SPONSOR

Single Sponsor \$15,000  
Co-sponsors \$4,000

### COLLECTIVE LEADERSHIP SPONSOR

Single Sponsor \$20,000  
Co-sponsors \$5,000

### ADVANCEMENT SPONSOR

Single Sponsor \$10,000  
Co-sponsors \$2,500

### SUSTAINING SPONSOR

Co-sponsors \$1,500

## Presenting Sponsor

\$30,000 Single Sponsor \$10,000 Co-Sponsors

**Alliance of Nonprofits** offers access and connection to the nonprofit sector's most powerful leaders and stakeholders, provides critical information and represents the nonprofit community where it matters most. **Alliance of Nonprofits** sponsorship enables you to connect directly with these leaders within the nonprofit sector.

### Benefits of Sponsorship (see benefit grid distinguishing between single & co-sponsors benefits)

#### RECOGNITION & VISIBILITY

- Company/organization name and logo placed on **every** page of our website (single sponsor) and on the Home page, Event page, and Sponsors page (co-sponsor) with link connecting to sponsor website (50,000 hit average annually)
- **Company ad placed on our website home page; sized appropriate for page (single sponsor only)**
- Opportunity for CEO or designated sponsor representative to provide a few remarks (3 minutes) at every Alliance event
- Monthly HTML Member Update with link connecting to sponsor website (distribution 1500 per month & posted on website, 50,000 hits average annually)
- Sponsor name & logo recognition in the Annual Report (posted on website 50,000 hit average annually)
- Acknowledgment & introduction of company/organization from podium at all events
- Sponsor ribbons attached to event name tag
- Company/organization name and logo placed on the Annual Meeting invitation, all marketing collateral, and program (distribution 500+)
- Special signage with your company/organization name and logo displayed at Annual Meeting (250 attendees)
- Special signage with your company/organization name and logo displayed at Alliance exhibitor booth at the Washington State Nonprofit Conference (900 attendees)

#### NETWORKING / CONNECTIONS OPPORTUNITIES

- **Opportunity to present 2(single sponsor) or 1(co-sponsor) mutually-agreed upon value-added forum per year for the membership of the Alliance**
- **Opportunity to present your company's product/service for 20 minutes to our board of directors (single sponsor)**
- **Opportunity to submit 4(single sponsor) or 2(co-sponsor) mutually-agreed upon value added articles for our newsletter**
- Option of distributing company/organization promotional items to attendees at individual tables at all of our hosted events
- Complimentary registration at every Alliance event (excluding ED only programs)
- Reserved seating at Annual Meeting keynote speaker's table for two company/organization representatives
- One complimentary exhibitor table at the Alliance's Annual Meeting
- Two complimentary registrations to the Washington State Nonprofit Conference
- Two complimentary registrations & reserved seating at Forums
- One-year membership in Alliance of Nonprofits (\$2750 value)

## Collective Leadership Sponsor

\$20,000 Single Sponsor \$5,000 Co-Sponsors

These quarterly events feature engaging, cutting-edge programs and speakers. Each program is designed to introduce attendees to new ideas, challenge their thinking and enhance their leadership. These meetings are open to sponsors, CEO/executive directors, leadership team members and board members. By being the Collective Leadership Sponsor you can focus on connecting with the key leaders in the nonprofit sector. **Benefits of Sponsorship (see benefit grid distinguishing between single & co-sponsors benefits)**

#### RECOGNITION & VISIBILITY

- Company/organization name and logo placed on Alliance of Nonprofits website Home page, Event page, and Sponsors page with link connecting to sponsor website
- **Company name & logo on the quarterly HTML Leadership Speaker Series invitation (distribution 1500/quarter)**
- **Company ad placed on Alliance of Nonprofits website Program & Services page; sized appropriate for page (single sponsor only)**
- Acknowledgment & introduction of company/organization from podium
- Company/organization name and logo placed on the Annual Meeting invitation, all marketing collateral, and program (distribution 500+)
- Monthly HTML Member Update with link connecting to sponsor website (distribution 1500 per month & posted on website, 50,000 hits average annually)

- Recognition in Alliance of Nonprofits Annual Report (posted on website 50,000 hit average)
- Sponsor ribbons attached to event name tag
- Signage with your company/organization name and logo displayed at Leadership Speaker Series event
- Signage with your company/organization name displayed at our exhibitor booth at the Washington State Nonprofit Conference (900 attendees)

#### NETWORKING / CONNECTIONS OPPORTUNITIES

- **Opportunity to present 1 (single sponsor only) mutually-agreed upon value-added forum per year for the membership**
- Complimentary registration per quarter with reserved seating at keynote speaker's table for company/organization representative
- **Opportunity to submit 3 (single sponsor only) mutually-agreed upon value added articles for Alliance of Nonprofits newsletter**
- Option of distributing company/organization promotional items to attendees at individual tables at Leadership Speaker program
- One complimentary exhibitor table at Alliance of Nonprofits Annual Meeting
- Two complimentary registrations to the Washington State Nonprofit Conference
- Invitation to attend events and programs (excluding ED only programs).
- Access to and connection with the nonprofit sector's most respected and experienced leaders
- One-year membership in Alliance of Nonprofits (\$2750 value)

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### Stakeholder Sponsor

\$15,000 Single Sponsor \$4,000 Co-Sponsors

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#### Benefits of Sponsorship (see benefit grid distinguishing between single & co-sponsors benefits)

#### RECOGNITION & VISIBILITY

- Company/organization name and logo placed on Alliance of Nonprofits website Event page and Sponsors page with link connecting to sponsor website
- **Company Ad placed on our Pillars of Focus page; sized appropriate for page (single sponsor only)**
- Sponsor name & logo recognition in Annual Report (posted on website 50,000 hits average annually)
- Reserved seating at Annual Meeting keynote speaker's table for two company/organization representatives
- Acknowledgment & introduction of company/organization at the Annual Meeting from podium
- Sponsor ribbons attached to event name tag
- Company/organization name and logo placed on the Forum invitation, all marketing collateral, and program (distribution 500+)
- Signage with your company/organization name displayed at EA exhibitor booth at the Washington State Nonprofit Conference (900 attendees)
- Monthly HTML Member Update with link connecting to sponsor website (distribution 1500 per month & posted on website, 50,000 hits average annually)
- Company/organization name and logo placed on the Annual Meeting invitation, all marketing collateral, and program (distribution 500+)
- Special signage with your company/organization name and logo displayed at Annual Meeting

#### NETWORKING / CONNECTIONS OPPORTUNITIES

- **Opportunity to present 1 (single sponsor only) mutually-agreed upon value-added forum per year for the membership**
- **Opportunity to submit 2 (single sponsor only) mutually-agreed upon value added articles for Alliance of Nonprofits newsletter**
- Complimentary registration at every Alliance event (excluding ED only programs)
- One complimentary prime location exhibitor table at the Annual Meeting
- Option of distributing company/organization promotional items to attendees at individual tables
- Two complimentary registrations to the Washington State Nonprofit Conference (single sponsor only)
- One-year membership in Alliance of Nonprofits (single sponsor only) (\$2750 value)

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## Advancement Sponsor

\$10,000 Single Sponsor \$2,500 Co-Sponsors

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### Benefits of Sponsorship (see benefit grid distinguishing between single & co-sponsors benefits)

#### RECOGNITION & VISIBILITY

- Company/organization name and logo placed on Alliance of Nonprofits website Event page and Sponsors page with link connecting to sponsor website
- **Company ad placed on Alliance of Nonprofits website Public Policy page; sized appropriate for page (single sponsor only)**
- Company name & logo recognition in Alliance of Nonprofits Annual Report (posted on website 50,000 of hits average annually)
- Company/organization name and logo placed on the Forum invitation, all marketing collateral, and program (distribution 500+)
- Sponsor ribbons attached to event name tag
- Monthly HTML Member Update with link connecting to sponsor website (distribution 1500 per month & posted on website, 50,000 hits average annually)
- Signage with your company/organization name and logo displayed at our events
- Signage with your company/organization name displayed at our exhibitor booth at the Washington State Nonprofit Conference (900 attendees)

#### NETWORKING OPPORTUNITIES

- **Opportunity to present 1(single sponsor only) mutually-agreed upon value-added forum per year for the membership**
- Complimentary registrations at every Alliance event (excluding ED only programs)
- Option of distributing company/organization promotional items to attendees at Forums
- One complimentary exhibitor table at Alliance of Nonprofits Annual Meeting
- Two complimentary registrations to the Washington State Nonprofit Conference
- Access to and connection with the nonprofit sector's most respected and experienced leaders
- One-year membership in Alliance of Nonprofits (single sponsor only) (\$2750 value)

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## Sustaining Sponsor

\$1,500

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### Benefits of Sponsorship (see benefit grid distinguishing between single & co-sponsors benefits)

#### RECOGNITION:

- Company/organization name and logo placed on Alliance of Nonprofits website Sponsors page with link connecting to sponsor website
- Company name recognition in Alliance of Nonprofits Annual Report (posted on website 50,000 of hits average annually)
- Sponsor ribbons attached to event name tag
- Signage with your company/organization name displayed at our exhibitor booth at the Washington State Nonprofit Conference (900 attendees)

#### NETWORKING OPPORTUNITIES

- One complimentary registrations at every Alliance event (excluding ED only programs)
- Access to and connection with the nonprofit sector's most respected and experienced leaders

# Sponsor Levels

Benefit/Level	Presenting Sponsor		Collective Leadership Sponsor		Stakeholder Sponsor		Advancement Sponsor		Sustaining Sponsor
	Single Sponsor	Co-Sponsor	Single Sponsor	Co-Sponsor	Single Sponsor	Co-Sponsor	Single Sponsor	Co-Sponsor	
Access to and connection with the nonprofit sector's most respected and experienced leaders	X	X	X	X	X	X	X	X	X
Acknowledgment of company/organization from podium at respective sponsored event or program	X	X	X	X	X	X	X	X	
Company/organization name and logo placed on ALL Alliance of Nonprofits website pages with link connecting to sponsor website for all of 2010 (50,000 hit average annually)	X		X						
Company/organization name and logo placed on Alliance of Nonprofits website Home page, Event page, and Sponsors page with link connecting to sponsor website for all of 2010 (50,000 hit average annually)		X		X		X			
Company/organization name and logo placed on Alliance of Nonprofits website Event page and Sponsors page with link connecting to sponsor website for all of 2010 (50,000 hit average annually)							X		
Company/organization name and logo placed on Alliance of Nonprofits website Sponsors page with link connecting to sponsor website for all of 2010 (50,000 hit average annually)								X	X
Company/organization name and logo placed on the Annual Stakeholder Meeting invitation, all marketing collateral, and program (distribution 1000+)	X		X			X			
Company/organization name placed on the Annual Stakeholder Meeting invitation, all marketing collateral, and program (distribution 1000+)		X		X		X			
Company advertisement on Alliance of Nonprofits website Home page	X								
Company advertisement on Alliance of Nonprofits website Program & Services page			X						
Company advertisement on Alliance of Nonprofits website Pillars of Focus page					X				
Company advertisement on Alliance of Nonprofits website Public Policy page							X		
Company/organization name and logo on respective Forum invitation	X		X			X		X	
Company/organization name and logo on quarterly HTML Leadership Speaker Series invitation	X		X						
Company/organization name on quarterly HTML Leadership Speaker Series invitation		X		X					
Signage with your company/organization name displayed at Leadership Speaker program	X	X	X	X	X	X			
Monthly HTML Member Update with link connecting to sponsor website (distribution 1500 per month & posted on website, 50,000 hits average annually)	X	X	X	X			X		
One complimentary prime exhibitor table at Alliance of Nonprofits Annual Stakeholder Meeting	X		X		X		X		
One complimentary exhibitor table at Alliance of Nonprofits Annual Stakeholder Meeting		X		X				X	
Two complimentary registrations at every Alliance hosted event (excluding ED only programs)	X		X		X		X		

Benefit/Level	Presenting Sponsor		Collective Leadership Sponsor		Stakeholder Sponsor		Advancement Sponsor		Sustaining Sponsor
	Single Sponsor	Co-Sponsor	Single Sponsor	Co-Sponsor	Single Sponsor	Co-Sponsor	Single Sponsor	Co-Sponsor	
One complimentary registration at every Alliance hosted event (excluding ED only programs)		X		X		X		X	
Opportunity to present 2 mutually-agreed upon value-added forums per year	X								
Opportunity to present 1 mutually-agreed upon value-added forum per year		X	X				X		
Opportunity for the CEO or designated sponsor representative to provide a few remarks (3 minutes) at Leadership Speaker Series events	X								
Option of distributing company/organization promotional items to attendees at individual tables at the Leadership Speaker Series events	X		X			X			
Opportunity to present company product/service for 20 minutes to Alliance of Nonprofits board of directors	X								
Opportunity to submit 4 mutually-agreed upon value added articles for Alliance of Nonprofits newsletter	X								
Opportunity to submit 3 mutually-agreed upon value added articles for Alliance of Nonprofits newsletter			X						
Opportunity to submit 2 mutually-agreed upon value added articles for Alliance of Nonprofits newsletter		X			X				
Reserved seating at Annual Stakeholder Meeting keynote speaker's table for two company/organization representatives	X				X				
Sponsor name and logo recognition in the Annual Report (posted on website 50,000 hit average annually)	X				X			X	
Sponsor name recognition in the Annual Report (distribution 2500 and posted on website 50,000 hit average annually)		X				X			X
Signage with your company/organization name and logo displayed at Annual Stakeholder Meeting (250 attendees)	X				X				
Signage with your company/organization name displayed at Annual Stakeholder Meeting (250 attendees)		X				X		X	
Signage with your company/organization name and logo displayed at our exhibitor booth at the Washington State Nonprofit Conference (900 attendees)	X	X	X		X				
Signage with your company/organization name displayed at our exhibitor booth at the Washington State Nonprofit Conference (900 attendees)				X		X		X	
Sponsor ribbons attached to event name tag	X	X	X	X	X	X	X	X	X
Two complimentary registrations to the Washington State Nonprofit Conference	X	X	X	X	X	X	X	X	
One-year membership in Alliance of Nonprofits (\$2750 value)	X	X	X	X	X	X	X	X	
<b>Sponsor Fee</b>	\$30,000	\$10,000	\$20,000	\$5,000	\$15,000	\$4,000	\$10,000	\$2,500	\$1,500

## Letter of Commitment

After reviewing **Alliance of Nonprofits** Sponsorship opportunities for 2010, \_\_\_\_\_  
\_\_\_\_\_ (Company Name) would like to commit to sponsoring the  
Alliance of Nonprofits. Below please find our application information and choice for  
sponsorship.

Company Name \_\_\_\_\_

Point of Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email address \_\_\_\_\_

Phone \_\_\_\_\_

**Presenting Sponsor**  Single Sponsor \$30,000  
 Co-sponsor \$10,000

**Stakeholder Sponsor**  Single Sponsor \$15,000  
 Co-sponsor \$4,000

**Leadership Development Sponsor**  Single Sponsor \$20,000  
 Co-sponsor \$5,000

**Advancement Sponsor**  Single Sponsor \$10,000  
 Co-sponsor \$2,500

**Sustaining Sponsor**  Co-Sponsor \$1,500

Signed By:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Please send your sponsorship fee along with this form to the address below.  
Sponsorship payment is due within 30 days of submitting your commitment letter.  
Thank you.

**Mail to:**

Melany Brown  
Alliance of Nonprofits  
508 2<sup>nd</sup> Ave West  
Seattle, WA 98119