Sponsor & Exhibitor Opportunities

Oct 21 – 22
Sheraton Denver Downtown Hotel
PARTNER WITH US

On October 21 and 22, Colorado Nonprofit Association will bring together more than 900 nonprofit professionals and individuals serving the nonprofit community from around the state and region to experience our 27th annual Colorado Nonprofit Conference. This premier event provides opportunities for attendees to build skills, network, share ideas and be inspired by presenters, exhibitors, sponsors and one another.

The Colorado Nonprofit Conference is a place where nonprofit professionals from across the state will gather to explore different pathways to solving our communities’ greatest challenges, and learn how taking uncharted paths can result in better outcomes. At the conference, attendees will have a chance to embrace experimentation, testing ideas and new methods of working and thinking through interactive workshops. Attendees will also be able to learn from peers who have mastered key skills, and hear from inspiring keynote speakers. Conference attendees will choose their own adventure, customizing an experience that leaves them better equipped to lead within their organization and better their community.

By investing in individual professional advancement, the 2019 Colorado Nonprofit Conference helps achieve Colorado Nonprofit Association’s goal of ensuring Colorado has the nation’s most effective, vibrant and innovative nonprofit community essential to the quality of life in our state.

Serving as a sponsor for the Colorado Nonprofit Association is always a worthwhile experience! It’s an opportunity to speak to potential students and community partners who help us achieve our mission to support current students and graduates. We particularly enjoyed introducing conference sessions and connecting with conference presenters as part of our Gold Sponsorship.

UNIVERSITY OF COLORADO DENVER SCHOOL OF PUBLIC AFFAIRS

LOOKING FOR MORE?
Stay involved at ColoradoNonprofits.org.
DEMOGRAPHIC INFORMATION

ATTENDEES BY COLORADO REGION

- Denver Metro: 67%
- Colorado Springs / Pueblo: 9%
- Weld / Larimer: 8%
- Boulder: 7%
- Northeast: 3%
- Out of State: 4%
- Other Areas of Colorado: 2%

ATTENDEES BY ORGANIZATION BUDGET

- $3M+: 22%
- $1M – $3M: 21%
- $500K – $1M: 18%
- $250K – $500K: 16%
- Less than $250K: 23%

ATTENDEES BY ORGANIZATION MISSION

- Community: 34%
- Human Services: 21%
- Arts & Culture: 14%
- Health & Mental Health: 12%
- Education: 9%
- Environment & Animals: 5%
- Finance: 5%
- Executive / Board: 13%
- Programs: 19%
- Other: 5%
- Communications / Marketing: 7%
- Administrative: 8%

4,800+ followers posts reach 3,000+ individuals/week
5,900+ followers
1,000+ followers
As always, we very much enjoyed our time at the conference this year. We so appreciate the Association’s willingness to speak about our new program and the entire staff’s approachable and accommodating demeanor throughout the conference. We saw a great amount of traffic at our table and find the conference and sponsorship of great value to our university.

PARTNER WITH US!

Conference sponsorship is an utmost opportunity to promote your organization’s commitment to nonprofits and your community – in front of Colorado’s most prominent nonprofit influencers.

Benefits of sponsorship include:

1. **PROMOTING YOUR ORGANIZATION AS AN INVESTOR** in the work of the nonprofit sector, recognizing the power of our 189,000+ nonprofit employees statewide with more than $27 billion in revenue, 11.3% of the Colorado economy.

2. **SUPPORTING THE GROWTH AND DEVELOPMENT OF INDIVIDUALS** working to create thriving Colorado communities.

3. **SHOWCASING YOUR PRODUCTS AND SERVICES** to more than 900 conference attendees including key decision makers for a variety of nonprofit missions and sizes.

4. **DRIVING TRAFFIC TO YOUR ORGANIZATION** through our conference app, website, print and electronic communications and social media.

5. **CONNECTING DIRECTLY WITH CONFERENCE ATTENDEES** through exhibiting, speaking and networking.
## Sponsorship Packages

Choose from a diverse selection of high-visibility sponsorship packages.

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Silver Sponsor</th>
<th>Gold Sponsor</th>
<th>Luncheon Sponsor</th>
<th>Presenting Sponsor</th>
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<tbody>
<tr>
<td>Customized recognition plan</td>
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<tr>
<td>Podium time</td>
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<td>Unique track sponsor intro</td>
<td>Monday or Tuesday lunch plenary</td>
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<td>Podium recognition</td>
<td></td>
<td>Morning and lunch plenaries</td>
<td>Morning and lunch plenaries</td>
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<td>Print marketing materials</td>
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<td>Logo</td>
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<td>Logo slideshow</td>
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<td>Morning and lunch plenaries</td>
<td>Morning and lunch plenaries</td>
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<tr>
<td>Conference web page</td>
<td></td>
<td>Logo, name and website link</td>
<td>Logo, name and website link</td>
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<tr>
<td>Conference app</td>
<td></td>
<td>Logo, description and website link</td>
<td>Logo, description and website link</td>
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<tr>
<td>Social Media Platforms</td>
<td>1 post on all social media platforms</td>
<td>1 post on all social media platforms</td>
<td>2 posts on Facebook and Twitter, 1 on Instagram</td>
<td>3 posts on Facebook and Twitter, 1 on Instagram</td>
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<tr>
<td>Member News Bulletin</td>
<td>Post of sponsorship in one mass email (20,000+ recipients)</td>
<td>Post of sponsorship in one mass email (20,000+ recipients)</td>
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<td>Post of sponsorship in one mass email (20,000+ recipients)</td>
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<tr>
<td>Exhibit space</td>
<td>Preferred booth location shown on interactive map</td>
<td>Preferred booth location shown on interactive map</td>
<td>Premiere booth location shown on interactive map</td>
<td>Premiere booth location shown on interactive map</td>
</tr>
<tr>
<td>Conference tickets</td>
<td>2 ($500 value)</td>
<td>4 ($1,000 value)</td>
<td>8 ($2,000 value)</td>
<td>10 ($2,500 value)</td>
</tr>
</tbody>
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### Silver Sponsor
- $4,000

### Gold Sponsor
- $6,000

### Luncheon Sponsor
- $12,000 (1 opportunity remains)

### Presenting Sponsor
- $25,000

### A La Carte Sponsorship

A la carte sponsorship packages allow you to interact with participants and get your brand out to participants during the conference experience in specific targeted ways. Please note that packages are limited.

- **APP SPONSOR:** $7,500
- **HAPPY HOUR SPONSOR:** $7,500 - SOLD
- **WIFI SPONSOR:** $5,000 - SOLD
- **BREAKFAST/COFFEE:** $10,000
- **LANYARDS SPONSOR:** $5,000 - SOLD
- **CHARGING STATION SPONSOR:** $3,000
- **SCHOLARSHIP SPONSOR:** $1,500

### Contact

**LINDSAY NEWMAN**

Colorado Nonprofit Association Partnership Engagement

lnewman@ColoradoNonprofits.org

To confirm your organization’s sponsorship or ask about sponsorship opportunities, contact Lindsay.

We look forward to partnering with your organization for the 2019 Colorado Nonprofit Conference.

Thank you!
EXHIBIT!

The Colorado Nonprofit Conference exhibit hall is the bustling connection point where attendees flow from session to session. More importantly, it is a networking center where conference attendees meet each other – and where they meet you. Reserve a booth in the exhibit hall to showcase your products or services and your commitment to Colorado’s nonprofit community.

Benefits of exhibiting include:

1. FACE-TO-FACE INTERACTION WITH NONPROFIT PROFESSIONALS helping establish and enhance relationships with existing and potential clients.

2. SHOWCASING YOUR PRODUCTS AND SERVICES to more than 900 conference attendees including key decision makers for a variety of nonprofit missions and sizes.

3. DRIVING TRAFFIC TO YOUR ORGANIZATION through our conference app and website.

4. PROMOTING YOUR ORGANIZATION AS AN INVESTOR in the work of the nonprofit sector, recognizing the power of our 189,000 nonprofit employees statewide with more than $27 billion in revenue, 11.3% of the Colorado economy.

5. SUPPORTING THE GROWTH AND DEVELOPMENT OF INDIVIDUALS working to create thriving Colorado communities.

“As an exhibitor, this is a primary outreach to the nonprofit community and we always walk away with positive connections.”
BOOK YOUR EXHIBIT SPACE!

PURCHASE YOUR SPACE
Select your booth through the online registration process.

REGISTER ONLINE AT COLORADONONPROFITS.ORG
Site selection is first-come, first-served.

PRICING
Exhibit pricing is based on your organization’s membership with Colorado Nonprofit Association.

<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tbody>
<tr>
<td>NONPROFIT</td>
<td>$1,100</td>
<td>$1,500</td>
</tr>
<tr>
<td>BUSINESS</td>
<td>$1,600</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Not a member yet? Go to ColoradoNonprofits.org to learn more and join!

WHAT YOUR EXHIBIT INCLUDES

- Receive event participant list in advance
- New floor plan to enhance traffic to exhibitor area
- One 8’ wide x 6’ deep exhibit space
- One 6’ table (optional) and two chairs
- Electrical power to your booth
- Wireless internet access
- Drawing participation both days, including listing in raffle prize section in Colorado Nonprofit Conference app
- Two Colorado Nonprofit Conference registrations (two-day each)
- Two exhibitor lunches (either boxed lunch in break room or seated lunch in plenary room with participants) for both days
- Access to an exhibitor-only hospitality suite (tend to personal business, make phone calls, or take a break)
- Organization name and link on Colorado Nonprofit Conference website
- Listing on Colorado Nonprofit Conference app, including organization name, contact information and 35-word description

IMPORTANT DATES

**JULY 8 MONDAY**
Exhibit registration opens to Colorado Nonprofit Association Leadership Circle Business Members

**JULY 10 WEDNESDAY**
Exhibit registration opens to Colorado Nonprofit Association Members (nonprofit members and business members)

**JULY 17 WEDNESDAY**
Exhibit registration opens to the public

**SEPT 6 FRIDAY**
Final cancellation date for refund on exhibit space

**OCT 21 & 22 MONDAY & TUESDAY**
Colorado Nonprofit Conference: Pathways to (im)Possible

CONTACT

**GERRY RASEL**
Colorado Nonprofit Association Director of Membership Services
303.813.4202 | grasel@ColoradoNonprofits.org
EXHIBITOR DETAILS

LOCATION
SHERATON DENVER DOWNTOWN HOTEL
1550 Court Place | Denver, CO 80202

PAYMENT
Exhibit booth reservations are not confirmed until receipt of payment is received in full via the online registration system at ColoradoNonprofits.org. Reserve your space online and pay by credit card to confirm your space selection.

CANCELLATIONS AND REFUNDS
To cancel your exhibit registration, please notify us in writing (email is sufficient) by September 6. It will take us time to remove your listing from Colorado Nonprofit Conference materials, sell your reserved space to another exhibitor and add that exhibitor’s details to the conference materials. We will not issue refunds for cancellations made after September 6.

HOTEL, TRAVEL AND SHIPPING
Staying overnight and need a hotel room?
We have secured hotel room rates starting at $229 per night. Go to ColoradoNonprofits.org to reserve your room.

Sheraton Denver Downtown Hotel
1550 Court Pl | Denver, CO 80202

Shipping your exhibit to Denver?
We will confirm details and share them with registered exhibitors as we get closer to the event.

MOVE-IN & SETUP
Exhibitor move-in and setup must be completed by 7:30 a.m. on Monday, October 21 when conference registration opens. Exhibitors have the option to move in on Sunday, October 20, 4:00 – 7:30 p.m.
EXHIBITOR DETAILS (CONT’D)

EXHIBIT DISPLAYS & MATERIALS
Each exhibit space includes a 6’ table (optional). Exhibits and related materials may be table-top or free-standing. Exhibitors may offer complimentary items (such as giveaways of branded/promotional items) to attendees.

Do not attach any banners, signs, etc. to hotel walls. Please only use signs with their own support/hanging mechanism or place signage on your table.

Exhibit materials may promote named exhibitor(s) only. Please notify us if you plan to market or promote any third-party company/organization not named on your exhibitor registration.

Do not bring outside food or drink into the conference. With the exception of the drawing items, food or drink giveaway items are prohibited.

All exhibits—including display materials, attendee interactions, and giveaway items—must be safe, appropriate, and respectful of attendees and exhibitors. Exhibits must not impede traffic or obstruct exits, create fire hazards or other potential safety problems, generate noise at a level disruptive to attendees or other exhibitors, or include offensive or objectionable subject matter. If you’re not sure whether your exhibit plans might cause a problem, please contact us before the conference and ask.

EXHIBITOR DRAWING
Offering a prize in the exhibitor raffle is a great way to engage attendees, collect their business cards for future follow-up and draw traffic to your booth!

One drawing takes place each day. To participate, bring two items (gift card, wine, company merchandise, etc.) to give away to event participants. Participation is optional.

What to know about the drawing:
• We list participating exhibitors and drawing prizes on the event app.
• To win, conference attendees must visit your booth and give you their business cards or other form of contact information.
• Remember to bring a container, such as a basket or bowl, along with a sign to encourage people to drop their business cards for a chance to win your prize(s).

SCHOLARSHIPS
We offer Colorado Nonprofit Conference scholarships to individuals from nonprofit organizations with operating budgets of $250,000 or less. Funding a scholarship is another great way for your organization to receive recognition at the event, including:

• Organization name listed as a scholarship provider in the slideshow during the morning and lunch plenaries;
• Organization name listed as a scholarship provider on the Colorado Nonprofit Conference app; and
• Scholarship provider recognition on the nametag of each of your representatives attending the event.

For an investment of $250 per scholarship, your organization can demonstrate your commitment to the nonprofit sector and give nonprofit leaders from smaller organizations the opportunity to attend Colorado Nonprofit Conference when they otherwise may not have that opportunity.
Colorado Nonprofit Association leads, serves and strengthens Colorado’s nonprofit community to improve the quality of life throughout our state.

CONTACTS
SPONSOR: lnewman@ColoradoNonprofits.org
EXHIBIT: grasel@ColoradoNonprofits.org

Colorado Nonprofit Association — Denver Office
789 Sherman Street | Suite 240 | Denver, CO 80203
(303) 832-5710 | (800) 333-6554

Colorado Nonprofit Association — Pikes Peak Office
723 N Weber Street | Suite 200 | Colorado Springs, CO 80903
(719) 575-4341 | info@ColoradoNonprofits.org

ColoradoNonprofits.org

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