

SPONSORSHIP OPPORTUNITIES

The Road Ahead









CalNonprofits
Policy Convention
2021



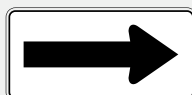
2021 CalNonprofits Policy Convention

November 16 - 18, 2021 / Virtual event via Zoom

- Marketing email list: 50,000+
- Expected registration: 500+ with 100+ attending each session
- Social media reach: 5,200+ Twitter, 4,300+ Facebook

| SPONSOR LEVEL ▶ | Presenting Sponsor \$10,000 | Gold \$5,000 | Silver \$3,000 | Bronze \$1,500 | Community \$1,000 |
|---|---|---|---|---|---|
| Comped Convention registrations | 15+ | 10 | 8 | 4 | 2 |
| Your organization's name and link on the 2021 Convention webpage | Featured as presenting sponsor |  |  |  |  |
| "Thank you to our sponsor" social media post during Convention week | Listed as cohost on Facebook for the event | 2x daily posts on twitter + 2 Facebook posts | Daily post on Twitter + 1 Facebook | + 1 Facebook post | 2 posts on Twitter |
| Your logo and link on marketing emails (~50,000 individuals x 10+ emails) | Featured as presenting sponsor | At the top of the sponsors list |  |  | |
| Logo and link in registration confirmation and reminder emails | Featured as presenting sponsor on all emails | At the top of the sponsors list |  | | |
| Ad in CalNonprofits newsletter "Buzz" | 1 full page ad in 2 issues of the Buzz (\$1300 value) | ½ page ad in 2 issues (\$900 value) | ½ page ad in 1 issue (\$450 value) | | |
| Recognition in sessions | Introduce a speaker or panel for 1 session, thanked in every session | We will thank you as the sponsor of up to 3 sessions | | | |
| Contact information for all registrants on an "opt in" list |  | | | | |

Ready to get started?



Please contact Lauren Kay at laurenk@calnonprofits.org or (213) 552-1768