Association TRENDS: 2020 Industry Partner Engagement Opportunities
Bringing Associations & Industry Partners Together

AT reaches the growing association audience through events, campaigns and social channels

- 200,000+ association professionals
- 68% are responsible for purchasing decisions
- 12 live events

- 23,000+ associations
- 77% have budgets over $1 million
- 52% have over 1,000 members

Putting Your Brand Front & Center
AT Lead Generation Campaigns

Looking for a way to generate more all-new, qualified association leads for your business development efforts? Our AT Lead-Gen Campaigns allow you to create fully customized lead lists from 200,000+ association profiles, deliver your expert content through a third party allowing for higher readership levels, receive reporting on all campaign interactions, get complete contact information for downloaders and suppress leads or contacts you already have.

How Does It Work?

STEP 1: Provide us with your whitepaper, free report or thought leadership piece. Don’t have something “Lead-Gen” ready? Not to worry, our team can work with you to create a high-quality free resource.

STEP 2: Tell us about your ideal lead and we’ll compile a custom list designed to deliver more just like that.

STEP 3: Your downloadable piece will go live on www.AssociationTRENDS.com for 6 months.

STEP 4: We’ll deploy three rounds of lead-gen emails with calls to your custom list corresponding with a promotional landing page, social media posts and an AT blog post.

STEP 5: We’ll send you a validated and enhanced list of downloaders.

What’s Included?

- Tailored outreach list creation for you by title, role, revenue, spending details, industry and more.
- Hosting of free resource online at www.AssociationTRENDS.com.
- Creation and deployment of email campaigns.
- Complete campaign interaction reports on all opens and clicks plus contact information for downloaders.

Interested? Contact Sharon Pare at 240-235-0272 or sharon@associationtrends.com.
AT Data Services for Industry Partners

Unlike other data companies, Association TRENDS has spent more than 40 years tracking the association industry. We are the largest provider of data on associations, their staff and complete demographic, financial, meetings and government relations data. We work with some of the largest technology partners in the industry as well as single-staff product and service providers. We track 23,000+ trade and professional associations and 200,000+ association staff.

Database Subscriptions
AssociationExecs.com is the largest provider of complete demographic, financial, meetings and government relations data for 23,000+ trade and professional associations and 200,000+ association staff. Available via annual subscription access.

Custom Data Licensing
Prefer to license association data directly into your CRM? Our custom data licensing with regular updates is ideal for industry partners with robust sales and marketing efforts that demand a more integrated data solution.

CRM/Client/Prospect Data Services

Cleansing
If you're like most organizations, you're in a constant cycle of attempting to keep your data clean and up-to-date. We'll work with you directly to help you run ongoing cleansing of your data to make sure your information for clients and prospects is at its best.

Appending
Missing phone numbers, addresses, emails or other demographic information from your data? The AT data team will work with your existing information to fill in the blanks.

Customer Persona Modeling
Want to better understand your association customer data to create strategic planning for prospect outreach and lead-gen? Our team of analysts can work with you to create customer personas and models utilizing various data sets.

Prospect Research
Want to grow your prospect files? Our team can work with you to identify and then research prospective new members.

Mailing Lists & eBlasts
Looking to reach associations? Need to get your message in the right hands quickly and easily? From custom email lists to design, delivery, and tracking, we provide all the steps to ensure a successful email campaign.

Association Business Intelligence Reports
AT maintains the largest available database on associations, their 990 information, lobbying activity, and executives and staff. The AT data team can help evaluate the current association landscape and identify new prospects.

Interested? Contact Marlayna Bush at 202-524-8049 or mbush@associationtrends.com to learn more about our data services.
## 2020 Association TRENDS Events at a Glance

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMS Fest Chicago, IL</td>
<td>June 3-4, 2020</td>
</tr>
<tr>
<td>AMS Fest Washington, DC</td>
<td>October 28-29, 2020</td>
</tr>
<tr>
<td>EMERGENT</td>
<td>May 13-14, 2020</td>
</tr>
<tr>
<td>Learnapalooza</td>
<td>May 4, 2020 &amp; November 2020</td>
</tr>
<tr>
<td>Nonprofit CFO of the Year Awards</td>
<td>October 22, 2020</td>
</tr>
<tr>
<td>Nonprofit Finance &amp; Grants Summit</td>
<td>September 2020</td>
</tr>
<tr>
<td>Nonprofit Finance Innovators Network</td>
<td>February, May, August &amp; November 2020</td>
</tr>
<tr>
<td>Salute to Association Excellence</td>
<td>March 20, 2020</td>
</tr>
</tbody>
</table>
ABOUT THE EVENT
AMS Fest is designed for association staff actively involved in the AMS or CRM selection process. It’s two days loaded with AMS demos and training in selection and implementation strategy plus association industry tech updates.

WHY SPONSOR
At AMS Fest you’ll be elbow-to-elbow with association staff who are in the process of buying a new AMS. You’ll network with your prime target market while having the opportunity to demo your products and services.

ATTENDEES
- Executive Directors; CEOs
- Membership and Marketing Directors
- IT Analysts
- Database Administrators

TOPICS INCLUDE
- AMS Demos
- Top Tech Trends
- AMS Selection Challenges & Solutions

DEMOGRAPHICS

Attendee Titles
- Director 31%
- Manager 33%
- IT/Analyst 4%
- Other 20%
- ED/CEO 6%
- VP 6%

Organization Budget Range
- $250K - 500K
- $500K - 1M
- $1M - 2M
- $2M - 5M
- $5M - 10M
- $10M - 25M
- $25M - 50M
- $50M - 100M
- $100M - 500M

AMS Fest Chicago
June 3-4, 2020
Chicago, IL

AMS Fest DC
October 28-29, 2020
Washington, DC
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Consultant $950</th>
<th>Industry Partner $1,950</th>
<th>Showcase Company + Preview $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Event Branding</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Event Branding</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-Event Branding</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on Sponsor Webpage</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company Profile Listed on Website</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Opportunity to Place Literature or Marketing Items at the Event</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company Profile in Shopping Book</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Company Logo In Shopping Book</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of All Attendees (including email!)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

*One-time use pre-event and two-time use post-event

<table>
<thead>
<tr>
<th>Access</th>
<th>Consultant $950</th>
<th>Industry Partner $1,950</th>
<th>Showcase Company + Preview $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>One attendee per registration</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Two attendees per registration</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Two AMS Preview Sessions</td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities

Increase your Brand Exposure with Additional Sponsorship Opportunities:

*All additional sponsorship opportunities are exclusive

Must be an event sponsor to take advantage of these additional opportunities.

Lunch Sponsorship: $3,500
Speaking opportunity and prominent signage at lunch.

Happy Hour Sponsorship: $3,000
Opportunity to welcome guests to the cocktail reception taking place immediately after the final session for the first day.

WiFi & Charging Station Sponsorship: $5,000
Branded WiFi access. All participants are expected to use on-site WiFi, crucial to the attendee experience. Sponsorship includes branded WiFi access throughout the conference meeting spaces. During badge pickup, each attendee receives a branded information card containing WiFi access details.

Lanyard Sponsorship: $2,500
Logo on lanyards for attendees.

Snack Bar Sponsorship: $2,500 for 1 day or $4,500 for two days
We're changing things up this year! We'll have a fun and special treat for AMS Fest attendees. You'll have the opportunity to have your logo on signage at the snack bar and the opportunity to custom-brand snack supplies.

Fun Add-Ons:
Want to sponsor a cotton candy machine? Snow cone machine? Beer at lunch? Or maybe even a margarita machine? If you dream it...we'll make it happen! Contact us and we can brainstorm about a fun, unique way to get your company noticed at the next AMS Fest.

Previous Sponsors Include

Association TRENDS • www.AssociationTRENDS.com
Sponsorship Agreement

AMS Fest Chicago
June 3-4, 2020
Chicago, IL

AMS Fest DC
October 28-29, 2020
Washington, DC

Choose a City:

☐ Chicago, IL & Washington, DC
☐ Chicago, IL
☐ Washington, DC

☐ Showcase Company: $3,500
☐ Industry Partner: $1,950
☐ Consultant: $950
☐ Additional Sponsorship: _____________________________

( ) I agree to sponsor AMS Fest

Sponsor Signature: _____________________________ Date: _____________________________

Company: __________________________________________________________________________

Address: __________________________________________________________________________

City: __________________ State: _____________ Zip Code: _________________________

Sponsor Contact: __________________ Title: _________________________________

Email Address: _____________________________ Daytime Phone: _______________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact:

_______________________________________________________________________________

Email Address: _____________________________ Daytime Phone: _______________________

Please return completed form to Jamie Herring at jamie@associationtrends.com
EMERGENT
May 13-14, 2020
Washington, DC

ABOUT THE EVENT
EMERGENT brings together association staff at the forefront of emerging technology use including data science (ML, AI, NLP) and MarTech (VR/AR, automation, retargeting) to present case studies highlighting their latest work. Case studies can be jointly presented alongside an industry partner, but an association staff member must co-present.

WHY SPONSOR
Reach your prime target market while showcasing your expertise, products and services. You'll be able to build brand awareness while networking with potential clients and at the same time visually demonstrating your knowledge and relationships within the association community.

ATTENDEES
- Executive Directors
- Chief Technology Officers
- Communications and Marketing Directors
- Membership Directors

TOPICS INCLUDE
- Machine Learning
- Predictive Models
- Natural Language Processing
- Virtual Reality
- Ad Retargeting
- Marketing Automation
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>INNOVATION SUPPORTER $2,000</th>
<th>CASE STUDY SPONSORSHIP $3,500</th>
<th>DEMO SPONSORSHIP $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRANDING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Event Branding</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Event Branding</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-Event Branding</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Opportunity to place literature or marketing items at event</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>List of all attendees (including emails!) One-time use pre-event and two-time use post-event</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Opportunity to present your case study (with an association executive present) to EMERGENT audience</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Dedicated &quot;Session Spotlight&quot; email to our full marketing list featuring your case study</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>6x10 table for attendees to demo your emerging technology</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td><strong>ACCESS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes registration for one member of your staff</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Registration for one member of your staff and your association staff co-presenter</td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Registration for two members of your staff and your association co-presenter</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Ability to purchase and reserve up to 2 additional tickets for your staff at a discounted rate of $399</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Ability to purchase and reserve up to 3 additional tickets for your staff at a discounted rate of $399</td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Unlimited option to purchase and gift association staff tickets at a rate of $249</td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities

Increase your Brand Exposure with Additional Sponsorship Opportunities:

*All additional sponsorship opportunities are exclusive

Must be an event sponsor to take advantage of these additional opportunities.

WiFi and Charging Station Sponsorship: $3,000
Sponsorship includes branded WiFi access throughout the conference meeting spaces and select hotel meeting rooms. During badge pickup, each attendee receives a branded information card containing WiFi access details. Signage and branding at the mobile device charging station.

Lunch Sponsorship: $2,500
Speaking opportunity and prominent signage at lunch.

Access Pass Lanyard Sponsorship: $1,500
Logo on lanyards for attendees.

Sponsorship opportunities are extremely limited. If interested, email Sharon at Sharon@associationtrends.com or call her at 240-235-0272.
Sponsorship Agreement

EMERGENT
May 13-14, 2020
Washington, DC

☐ Demo Sponsorship: $5,000
☐ Case Study Sponsorship: $3,500
☐ Innovation Supporter: $2,000

( ) I agree to sponsor EMERGENT

Sponsor Signature: _________________________________ Date: _________________________________

Company: ______________________________________________________________________________

Address: _______________________________________________________________________________

City: __________________ State: _______________ Zip Code: __________________________

Sponsor Contact: __________________________ Title: _________________________________

Email Address: ___________________________________ Daytime Phone: ______________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact: _________________________________________________________

Email Address: ___________________________________ Daytime Phone: ______________________

Please return completed form to Jamie Herring at jamie@associationtrends.com
Spring Learnapalooza  
May 4, 2020  
Arlington, VA

Fall Learnapalooza  
November 2020  
Arlington, VA

ABOUT THE EVENT
Learnapalooza is the only event dedicated exclusively to the association learning community. It’s one day of the association community’s best experts, best thinking and best tools all focused specifically on member-centered education and training.

WHY SPONSOR
A first of its kind, this event will get you up-close and personal with all the key players in association learning from executive directors to CLOs and training developers. These professionals will attend Learnapalooza to learn the latest trends, tips, tools, and best practices to improve their member-oriented educational offerings.

ATTENDEES
- Executive Directors & CEOs
- Directors of Education
- Program Managers
- Chief Operating Officers

TOPICS INCLUDE
- Content Strategy
- Online Learning Experience Design
- Gamification
- Marketing Strategy

DEMOGRAPHICS

**Attendee Titles**
- Director - 41%
- Manager - 25%
- Other - 17%
- C-Suite - 3%
- VP - 6%
- ED/CEO - 8%

**Organization Budget Range**

- $50K - 100K
- $100K - 250K
- $250K - 500K
- $500K - 1M
- $1M - 2M
- $2M - 5M
- $5M - 10M
- $10M - 25M
- $25M - 50M
- $50M - 100M
- $100M - 500M

0% 10% 20% 30%
Sponsorship Opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>SILVER $1,500</th>
<th>GOLD $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRANDING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Event Branding</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Event Branding</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-Event Branding</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on Sponsor Webpage</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>ACCESS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One All-Access Pass</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Second All-Access Pass</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Speed Networking Opportunity</td>
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</tr>
<tr>
<td>Swag on the Swag Table</td>
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<td>●</td>
</tr>
<tr>
<td>VIP Guest List</td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities

Increase your Brand Exposure with Additional Sponsorship Opportunities:

*All additional sponsorship opportunities are exclusive

**Must be an event sponsor to take advantage of these additional opportunities.**

**WiFi and Charging Station Sponsorship: $3,000**
Sponsorship includes branded WiFi access throughout the conference meeting spaces and select hotel meeting rooms. During badge pickup, each attendee receives a branded information card containing WiFi access details. Signage and branding at the mobile device charging station.

**Lunch Sponsorship: $2,500**
Speaking opportunity and prominent signage at lunch.

**Access Pass Lanyard Sponsorship: $1,500**
Logo on lanyards for attendees.

Sponsorship opportunities are extremely limited. If interested, email Sharon at Sharon@associationtrends.com or call her at 240-235-0272.

Previous Sponsors Include
Sponsorship Agreement

Spring Learnapalooza
May 4, 2020
Arlington, VA

Fall Learnapalooza
November 2020
Arlington, VA

☐ Spring and Fall Learnapalooza
☐ Spring Learnapalooza
☐ Fall Learnapalooza
☐ Additional Sponsorship: _______________________

( ) I agree to sponsor Learnapalooza

Sponsor Signature: __________________________________ Date: ______________________________

Company: ________________________________________________________________________________

Address: __________________________________________________________________________________

City: ___________________________ State: ____________________ Zip Code: _______________________

Sponsor Contact: ___________________________ Title: ____________________________________________

Email Address: ___________________________ Daytime Phone: ________________________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact: _________________________________________________________________

Email Address: ___________________________ Daytime Phone: ________________________________

Please return completed form to Jamie Herring at jamie@associationtrends.com
Nonprofit CFO of the Year Awards
October 22, 2020
Washington, DC

ABOUT THE EVENT
This is your opportunity to share your products and services while networking with CEOs, CFOs and board members of the nonprofit community! Deliver your message to a targeted audience of over 350+ key decision makers in nonprofit leadership, and make direct contact with current and potential clients, while celebrating the leaders in this field!

PREVIOUS HONOREES
2019 - Joseph Budzynski, Volunteers of America
2018 - Joe Janela, American Pharmacists Association
2017 - Guy Sheetz, Futures Industry Association
2016 - Deborah Cowan, NPR
2015 - Phil Parisi, United Services Organizations
2014 - Stewart Uretsky, Brookings
2013 - Marvin Irby, National Restaurant Association
2012 - Stanley M. Berman, Global Impact
2010 - David L. Keen, National Association of Counties
2009 - Christopher Liedel, National Geographic Society
2008 - Jack Deeds, Search for Common Ground
2007 - Usha Chaudhary, United Way of America

DEMOGRAPHICS

Attendee Titles

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>CFO</td>
<td>22%</td>
</tr>
<tr>
<td>ED/CEO</td>
<td>9%</td>
</tr>
<tr>
<td>Director</td>
<td>16%</td>
</tr>
<tr>
<td>Manager</td>
<td>2%</td>
</tr>
<tr>
<td>Controller</td>
<td>6%</td>
</tr>
<tr>
<td>Accounting</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>Other C-Suite</td>
<td>5%</td>
</tr>
<tr>
<td>VP</td>
<td>22%</td>
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Organization Budget Range

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>$10K - 25K</td>
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<tr>
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<td>10%</td>
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<tr>
<td>$100M - 500M</td>
<td>10%</td>
</tr>
</tbody>
</table>
**Sponsorship Opportunities**

**CFO GOLD SPONSORSHIP: $9,000**

- Industry exclusivity as a sponsor (i.e., we will not accept competing sponsors within the same industry that sell similar products and services)
- Five staff registration passes
- Fifteen registration passes, including facilitation and invitations, for sponsor to offer nonprofit client and prospect executives to attend the awards luncheon as their guests (a $79 savings to them)
- Complimentary invitations for registered staff to attend an exclusive VIP reception to network with current and previous honorees, nominees, and other VIP nonprofit executives prior to the luncheon
- Sponsor logo and active link to sponsor website prominently featured on www.NonprofitCFOAward.com, active year-round
- Sponsor logo recognition on all promotional collateral with more than 200,000+ impressions through email blasts, as well as approximately 5,000 through direct mail
- Signage at event designating your company as a sponsor
- Sponsor logo on event postcard invitation sent to approximately 5,000 nonprofit executives
- Logo recognition in event program, including one full-page full color ad
- Literature or company collateral placement in attendee gift bag
- Pre-event confidential attendee list available one week prior to the event including full contact information with mailing and email addresses
- Post-event confidential attendee list following the event including full contact information with mailing and email addresses
- Verbal acknowledgment and thanks from the podium during opening remarks of the ceremony
Additional Sponsorship Opportunities

Increase your Brand Exposure with Additional Opportunities

*Must be a table sponsor to take advantage of these additional opportunities.*

**Rising Stars Sponsorship: $5,000**
Opportunity to verbally introduce the class of rising stars during awards ceremony.

**Lanyard Sponsorship: $2,500**
Logo on lanyards for attendees.

**Champagne Toast Sponsorship: $5,000**
Opportunity to verbally toast with the audience at the close of the ceremony.

**Full-Page Program Advertisement: $1,000**
- **Full page BLEED:** Actual size is 8.5” x 11” a quarter-inch around (9” x 11.5”)
- **Format:** Ads must be full-color, high-resolution JPEG or PNG format
- Please email files to Jamie Herring - jamie@associationtrends.com

**Half-Page Program Advertisement: $500**
- **Half page BLEED:** Actual size is 8.5” x 5.5” a quarter-inch around (9” x 6”)
- **Format:** Ads must be full-color, high-resolution JPEG or PNG format
- Please email files to Jamie Herring - jamie@associationtrends.com

Sponsorship opportunities are extremely limited. If interested, email Sharon at Sharon@associationtrends.com or call her at 240-235-0272.

Previous Sponsors Include

[Logos of various sponsors including Bank of America, Merrill Lynch, PNC, designDATA, HARTMAN, SunTrust, and AFFINIPAY]
Sponsorship Agreement

Nonprofit CFO Awards
October 22, 2020
Washington, D.C.

☐ Nonprofit CFO Awards Gold Sponsorship: $9,000
☐ Rising Stars Sponsorship: $5,000
☐ Additional Sponsorship: _________________________

( ) I agree to sponsor the Nonprofit CFO of the Year Awards

Sponsor Signature: _______________________________ Date: _______________________________

Company: _____________________________________________________________________________________

Address: ______________________________________________________________________________________

City: ______________________________ State: _____________________ Zip Code: ________________________

Sponsor Contact: __________________________ Title: _________________________________________________

Email Address: _______________________________________ Daytime Phone: ____________________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact:

______________________________________________________________________________________________

Email Address: _______________________________________ Daytime Phone: ____________________________

Please return completed form to Jamie Herring at jamie@associationtrends.com
Nonprofit Finance & Grants Summit
September 2020
Washington, DC Area

ABOUT THE EVENT
This summit is designed to provide attendees with the latest training and information in the nonprofit finance and grants space. As an exhibitor or sponsor, you will reach CFOs, grants managers, and senior-level nonprofit staff who attend the conference to learn about the latest information and finance issues that impact their organization.

WHY SPONSOR
Reach your prime target market while showcasing your products and services. You’ll be able to build brand awareness while networking with potential clients and at the same time, strengthening relationships with existing customers. This highly targeted audience is ideal when trying to reach the true financial decision makers.

ATTENDEES
- Chief Financial Officers
- Chief Operating Officers
- Directors of Finance
- Directors of Grants Management

TOPICS INCLUDE
- Board-Staff Relations
- Best Practices for Annual Audits
- Grant Writing Fundamentals
- Advanced Topics in Unrelated Business Income
- Form 990 Common Mistakes & Related Key Compliance Issues
- PCI Compliance

DEMOGRAPHICS

Attendee Titles
- CFO - 13%
- Director - 20%
- Manager - 30%
- Other - 13%
- ED/CEO - 3%

Organization Budget Range
- Over $1B
- $500M - 1B
- $100M - 500M
- $50M - 100M
- $25M - 50M
- $10M - 25M
- $5M - 10M
- $2M - 5M
- $1M - 2M
- $500K - 1M
- $250K - 500K
- $100K - 250K

Budget Range
- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>Bronze Sponsorship $2,000</th>
<th>Silver Sponsorship $3,000</th>
<th>Gold Sponsorship $6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo and link prominently featured on event website and e-mail marketing</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sponsor logo recognition on all promotional collateral Sponsor logo on event postcard invitation</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Literature or company collateral placement at live event</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Opportunity to address audience</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>One staff ticket to attend Finance Summit</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two staff tickets to attend Finance Summit</td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Three staff tickets to attend Finance Summit</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>6’ x 10’ space with draped table and two chair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre- and post- event confidential attendee list including full contact information with mailing and e-mail addresses</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities

Increase your Brand Exposure with Additional Sponsorship Opportunities:

*All additional sponsorship opportunities are exclusive

**Must be an event sponsor to take advantage of these additional opportunities.**

**WiFi and Charging Station Sponsorship: $3,000**
Sponsorship includes branded WiFi access throughout the conference meeting spaces and select hotel meeting rooms. During badge pickup, each attendee receives a branded information card containing WiFi access details. Signage and branding at the mobile device charging station.

**Lunch Sponsorship: $2,500**
Speaking opportunity and prominent signage at lunch.

**Access Pass Lanyard Sponsorship: $1,500**
Logo on lanyards for attendees.

Sponsorship opportunities are extremely limited. If interested, email Sharon at Sharon@associationtrends.com or call her at 240-235-0272.
Sponsorship Agreement

Nonprofit Finance & Grants Summit
September 2020
Washington, DC Area

☐ Gold Summit Sponsorship: $6,000
☐ Silver Summit Sponsorship: $3,000
☐ Bronze Summit Sponsorship: $2,000
☐ Additional Sponsorship: ___________________________

( ) I agree to sponsor the Nonprofit Finance & Grants Summit

Sponsor Signature: ___________________________________________ Date: ___________________________________________
Company: ___________________________________________________________________________________________________
Address: ___________________________________________________________________________________________________
City: ___________________________ State: ___________________________ Zip Code: ___________________________
Sponsor Contact: ___________________________ Title: _______________________________________________________________
Email Address: _______________________________________ Daytime Phone: ___________________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact:
________________________________________________________________________________________________________
Email Address: _______________________________________ Daytime Phone: ___________________________

Please return completed form to Jamie Herring at jamie@associationtrends.com
Nonprofit Finance Innovators Network  
February | May | August | November, 2020  
Washington, DC

ABOUT THE WORKSHOP SERIES
This invitation-only, four-part series is designed to provide attendees with an open discussion platform where they'll meet with other finance executives from similar associations and nonprofits. Executives will be able to discuss candidly the latest trends, pain points and strategies surrounding their position and industry.

WHY SPONSOR
While sponsors will not be permitted in the open discussion rooms, they will have the opportunity to introduce themselves before the workshop begins. Sponsors will also get the chance to mix and mingle with attendees at the happy hour taking place directly after the workshop concludes. As a sponsor, you'll build brand awareness while networking with potential clients and at the same time strengthening relationships with existing customers. This highly targeted audience is ideal for reaching the true financial decision makers.

ATTENDEES
- Chief Financial Officers
- Chief Operating Officers
- Board members

SPONSORSHIP OF ALL FOUR 2020 WORKSHOPS: $5,000
- Pre- and post-attendee list: (with email addresses) for targeting and follow-up
- Logo on all email marketing promoting the event
- A savings of $1,000!
Sponsorship Agreement

Nonprofit Finance Innovators Network
February | May | August | November, 2020
Washington, DC

☐ Series Sponsorship: $5,000
☐ Sponsorship of Single Workshop: $1,500

( ) I agree to sponsor the Nonprofit Finance Innovators Network

Sponsor Signature: __________________________ Date: __________________________
Company: _____________________________________________________________________________________
Address: _______________________________________________________________________________________
City: __________________________ State: __________________________ Zip Code: __________________________
Sponsor Contact: __________________________ Title: __________________________
Email Address: __________________________ Daytime Phone: __________________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact:

______________________________________________________________________________________________
Email Address: __________________________ Daytime Phone: __________________________

Please return completed form to Jamie Herring at jamie@associationtrends.com
Salute to Association Excellence
March 20, 2020
Washington, DC

ABOUT THE EVENT
Known as the industry event to attend, the awards luncheon draws a crowd of over 500 leading association professionals each year. This event honors the Association Executive of the Year, Association Partner of the Year, Young & Aspiring Professionals, Leading Lobbyists, and winners of the TRENDY Awards, Association TRENDS' All Media Communications Contest. Don't miss out on your opportunity to be a part of this prestigious event.

PREVIOUS HONOREES
2019 - Matthew Shay
2018 - Arlene Pietranton
2017 - Dawn Sweeney
2016 - Jay Timmons
2015 - John Engler
2014 - Susan K. Neely
2013 - John H. Graham IV, CAE
2012 - Gary LaBranche, CAE
2011 - Barry C. Melancon, CPA
2010 - VAdm Norbert R. Ryan, USN-Ret.
2009 - Connie Tipton
2008 - Roger Dow
2007 - Thomas J. Donohue

DEMOGRAPHICS

Attendee Titles

- ED/CEO: 22%
- C-Suite: 11%
- Manager: 11%
- VP: 20%
- Director: 20%
- Coordinator: 2%
- Controller: 2%
- Editor/Publisher: 3%
- Other: 9%

Organization Budget Range

- $50K - 100K: 15%
- $100K - 250K: 20%
- $250K - 500K: 19%
- $500K - 1M: 15%
- $1M - 2M: 15%
- $2M - 5M: 10%
- $5M - 10M: 5%
- $10M - 25M: 5%
- $25M - 50M: 5%
- $50M - 100M: 5%
- $100M - 500M: 5%
- $500M - 1B: 0%

0% 5% 10% 15% 20% 25%
**Sponsorship Opportunities**

**Salute Grand Sponsorship: $10,000**

- Five staff registration passes
  Fifteen registration passes, including facilitation and invitations, for sponsors to offer nonprofit executives to attend the awards luncheon as their guests (a $109 value to them)
- Private VIP reception with honorees and VIP guests on the day of the event
- Complimentary invitations for registered staff to attend an exclusive VIP reception to network with current and previous honorees, nominees and other VIP association executives prior to the luncheon
- Sponsor logo and active link to sponsor website prominently featured online
- Sponsor logo recognition on all promotional collateral with more than 200,000 impressions through email blasts, as well as approximately 3,000 through direct mail
- Signage at event designating your company as a sponsor
- Sponsor logo on event postcard invitation sent to approximately 5,000 association executives
- Logo recognition in event program, including one full-page ad
- Literature or company collateral placement in attendee gift bag
- Pre-event confidential attendee list available one week prior to the event including full contact information with mailing and email addresses
- Post-event confidential attendee list following the event including full contact information with mailing and email addresses
- Verbal acknowledgement and thanks from the podium during opening remarks of the ceremony
- Industry exclusivity as a sponsor (i.e., we will not accept competing sponsors within the same industry that sell similar products and services)

**Additional Sponsorship Opportunities**

*Contact Sharon Pare at sharon@associationtrends.com for specific package details*

**TRENDY Awards Sponsorship**
- Signage in the All Media Gallery
- Verbal acknowledgment from the stage
- Exclusivity
  $6,000

**Young & Aspiring Sponsorship**
- Signage at the event
- Verbal acknowledgment from the stage
- Exclusivity
  $6,000

**Leading Lobbyists Sponsorship**
- Signage at the event
- Verbal acknowledgment from the stage
- Exclusivity
  $6,000
Additional Sponsorship Opportunities

Increase your Brand Exposure with Additional Opportunities

Must be a table sponsor to take advantage of these additional opportunities.

Lanyard Sponsorship: $2,500
Logo on lanyards for attendees.

VIP Reception Sponsorship: $5,000
Opportunity to welcome guests to the cocktail reception taking place prior to the awards program.

Champagne Toast Sponsorship: $6,000
Opportunity to verbally toast with the audience at the close of the ceremony.

Full-Page Program Advertisement: $1,000
Full page BLEED: Actual size is 8.5” x 11” a quarter-inch around (9” x 11.5”)
Format: Ads must be full-color, high-resolution JPEG or PNG format
Please email files to Jamie Herring - jamie@associationtrends.com

Half-Page Program Advertisement: $500
Half page BLEED: Actual size is 8.5” x 5.5” a quarter-inch around (9” x 6”)
Format: Ads must be full-color, high-resolution JPEG or PNG format
Please email files to Jamie Herring - jamie@associationtrends.com

Sponsorship opportunities are extremely limited. If interested, email Sharon at Sharon@associationtrends.com or call her at 240-235-0272.

Previous Sponsors Include
Sponsorship Agreement

Salute to Association Excellence
March 20, 2020
Washington, DC

☐ Grand Sponsorship: $10,000
☐ Trendy Awards Sponsorship: $6,000
☐ Young & Aspiring Sponsorship: $6,000
☐ Leading Lobbyists Sponsorship: $6,000
☐ Additional Sponsorship: _________________________

( ) I agree to sponsor the 2020 Salute to Association Excellence

Sponsor Signature: ______________________________ Date: ________________________________

Company: _____________________________________________________________________________________

Address: ______________________________________________________________________________________

City: ______________________________ State: _____________________ Zip Code: ________________________

Sponsor Contact: __________________________ Title: _________________________________________________

Email Address: _______________________________________ Daytime Phone: ____________________________

Please provide the contact information for the person with whom we may coordinate regarding additional marketing materials from your firm.

Marketing Contact: ____________________________________________________________

Email Address: _______________________________________ Daytime Phone: ____________________________

Please return completed form to Jamie Herring at jamie@associationtrends.com

Association TRENDS • www.AssociationTRENDS.com