

PENNSYLVANIA ASSOCIATION OF NONPROFIT ORGANIZATIONS

BUILDING TRUST, CONNECTIONS AND RELATIONSHIPS

4801 Lindle Road | Harrisburg, PA 17111 | 717-236-8584

2018 CORPORATE PARTNER OPPORTUNITIES

Step 1 – Select Your Base Corporate Partnership level (required)

<input type="checkbox"/> Level 1 (\$250) <ul style="list-style-type: none">Listing in Business Directory on PANO websiteRecognition in Annual Report	<input type="checkbox"/> Level 2 (\$375) <ul style="list-style-type: none">Level 1 benefitsAccess to Standards for Excellence Resource PacketsAccess to member benefits including member rate for all programs/events	<input type="checkbox"/> Level 3 (\$500) <ul style="list-style-type: none">Level 1 and 2 benefitsAccess to mailing list of PANO members (list does not include email addresses)
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Step 2 – Select Your Sponsorship & Marketing Opportunities (optional)

Nonprofit Help Desk

- 1 Month Sponsorship (\$1,850)
Preferred Month: _____

Regional Events

- Exclusive Sponsor (\$2,000)
 Major Sponsor (\$1,250)
 Supporting Sponsor (\$350)
Preferred Location: _____

Standards for Excellence Events

- Standards - Major Sponsor (\$1,250)
 Standards - Supporting Sponsor (\$350)
 Standards - Webinar Sponsor (\$300)

Webinars

- Presentation Rights & Exclusive Sponsorship (\$1,000)
 Webinar Sponsor (\$300)

Publications | eBlast

- Standards for Excellence Codebook Sponsorship Exclusive Front Cover (\$2,250)
 Standards for Excellence Codebook Sponsorship Back Cover (\$1,000)
 Standards for Excellence Codebook Sponsorship Guiding Principle (\$250)
 Standards for Excellence Codebook Sponsorship Inside Cover (\$100)
 Standards for Excellence Educational Resource Packet Sponsorship (\$100)
 Email Newsletter 1 Week Sponsorship (\$250)
Preferred Month: _____

Rebranding-New Website Sponsorship

- Premiere Website Sponsorship (\$15,000)
 Major Website Sponsorship (\$10,000)
 Supporting Website Sponsorship (\$5,000)
 Rebranding Sponsorship (3,000)
 Webpage Sponsorship 1 Year (\$2,500)

Step 3 – Select Your Charitable Support Level (optional)

Please indicate if you would like to support PANO with a tax-deductible charitable contribution:

- \$2,500 \$1,000 \$500 \$250 \$100 \$50 Other: \$ _____

Total: \$ _____ (Step 1 + Step 2 + Step 3)

You will be recognized based on your total level of support, according to the following recognition level:

PANO Friend – under \$250	Supporting Partner – \$1,000 to \$2,499	Leading Partner – \$10,000+
Community Partner – \$250 to \$499	Connecting Partner – \$2,500 to \$4,999	
Collaborating Partner – \$500 to \$999	Sustaining Partner – \$5,000 to \$9,999	

Contact Information (required)

Company: _____
Primary Contact: _____ Email: _____
Address: _____
City: _____ State: _____ Zip: _____ Phone: _____
Region Served: _____

SPONSORSHIP & MARKETING OPPORTUNITY DESCRIPTIONS

Nonprofit Help Desk 1 Month Sponsorship (\$1,850)

PANO staff provides timely assistance, resources and answers to nonprofits needs and questions. Your exclusive monthly sponsorship will help to meet these needs and give you recognition in:

- Almost 30,000 emails monthly: PANO's E-news distributed to 9,211 individuals/twice monthly and in PANO staff emails in signature line (10,000 emails/monthly)
- On PANO's Website (Homepage gets 5,000 hits/monthly)
- At the end of each Nonprofit Helpdesk call (65 calls/month)

Regional Events (\$350- \$2,000) (See description attached.)

These events offer opportunities for you to network with nonprofits IN your marketing footprint. Events bring 50-80 participants.

Standards for Excellence Events

PANO's Standards for Excellence events bring resources to local communities--meeting nonprofits where they are. Implementation Workshops* offer tools and resources to empower nonprofits to meet the highest standards of governance, management and operations. Other Standards events include half-day programs on specific Standards elements. These events offer opportunities for you to network with nonprofits within your marketing footprint. Events bring 15-30 participants.

**Standards for Excellence workshops are not scheduled until a local sponsor is identified.*

2- Day Implementation Workshop Sponsor (Supporting/Major)

- Logo included in all advertising
- Opportunity to briefly talk about your services
- Opportunity to have exhibitor table

1 or Half Day Standards Workshop Sponsor (Supporting/Major)

- Logo included in all advertising
- Opportunity to briefly talk about your services
- Opportunity to have exhibitor table

Webinars

PANO provides a variety of affordable and practical educational opportunities. Webinar topics include fundraising, HR, Finance, Advocacy, Legal Compliance, Bylaws, etc. Webinars bring 10-100 participants.

Presentation Rights & Exclusive Sponsorship (\$1,000)

- Present a webinar in your area of expertise
- Logo included in all advertising
- Opportunity to briefly talk about your services

Webinar Sponsor (\$300)

- Logo included in all advertising
- Opportunity to briefly talk about your services

Publications | eBlasts

Standards for Excellence Codebook Sponsorships

The Standards for Excellence Code: An Ethics and Accountability Code for the Nonprofit Sector is the foundation for the Standards for Excellence program. The Code helps organizations strengthen boards, manage risk, fulfill legal and regulatory requirements, etc. Over 3,000 individuals download and/or receive codebooks annually. Codebook sponsorships are:

- Exclusive logo placement on front cover (\$2,250)
- Logo placement on back cover (\$1,000)
- Logo placement on Guiding Principle page of your choice (\$250)
- Logo placement on inside cover (\$100)

Community Connector Email Newsletter 1 Week Sponsorship (\$250) | [26 Opportunities]

PANO's Email Newsletter, the Community Connector, is sent out every other Wednesday to over 9,000 subscribers. Sponsorship includes a banner at the top of the email. PANO staff will contact you with a list of available weeks.

Standards for Excellence Educational Resource Packet Sponsorship (\$100) | [29 Opportunities]

The 29 Standards for Excellence® educational resource packets provide accurate, up-to-date and legally-reviewed information on a variety of nonprofit topics, including board governance, financial controls, human resources and sample policies. 130-380 packets are downloaded per year. Your logo will be placed on the cover page for 1 year.

Rebranding-New Website Sponsorship

Premiere Website Sponsorship (\$15,000)

- Recognition in communication related to the new website; recognition on website for 2 full years after website launch

Major Website Sponsorship (\$10,000)

- Recognition in communication related to the new website; recognition on website for 1 full year after website launch

Supporting Website Sponsorship (\$5,000)

- Recognition in communication related to the new website; recognition on 1 webpage for 1 full year after website launch

Rebranding Sponsorship (3,000)

- Recognition in all communication related to the rebranding effort

Webpage Sponsorship 1 Year (\$2,500)

- Logo included on PANO webpage of your choice (1 year) – 187,294 pageviews a year

2018 PANO Regional Events

Sponsorship Opportunities

PANO's regional events bring resources right to local communities—meeting nonprofits where they are. These events also offer opportunities for you (our business partners) to network with nonprofits within your own marketing footprint, with events bringing 40-75 participants to the table.

Each of the following levels provide you with additional ways to meet nonprofit leaders and promote how your business provides the support that they need:

Exclusive Sponsor (\$2,000)

- Opportunity to be the exclusive sponsor *from your industry*
- Logo included in all advertising
- Materials distributed to all participants
- Opportunity to talk about your services
- Opportunity to MC the event
- Opportunity to engage with all event participants throughout the day

Major Sponsor (\$1,250)

- Logo included in all advertising
- Opportunity to briefly talk about your services
- Opportunity to have exhibitor table
- Opportunity to engage with all event participants throughout the day

Supporting Sponsor (\$350)

- Logo included in all advertising
- Opportunity to have exhibitor table
- Opportunity to engage with all event participants throughout the day