



Sponsorship Prospectus 2024

October 29 & October 30 | Erie, Pennsylvania

Hosted by The Nonprofit Partnership | TheKeyCon.org

Glossary



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A background image showing three women smiling and standing together at what appears to be a conference or networking event. They are wearing lanyards with badges. The image is overlaid with a green-to-blue gradient.

Your Host: The Nonprofit Partnership

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The Nonprofit Partnership (NPP) is the region's most trusted resource for information, education, and best practices for nonprofits. We serve more than 450 member organizations with a robust menu of programming designed to help them go further and reach higher.

Our mission is to advance the nonprofit sector by promoting best practices, fostering connections, and celebrating excellence.

Our vision is to create a stronger, healthier, and more vibrant community through an empowered nonprofit sector.

About NPP, continued

In addition to our annual conference – the Keystone Nonprofit Conference (KeyCon), now in its 23rd year, we host various formats of programming opportunities throughout the year, many of which are offered in collaboration with sector leaders and subject matter experts. We also have a vibrant online presence which includes our email newsletter, the Nonprofit Insider; a job board; a blog, hosted on our website at YourNPP.org; an extensive resource library; a help desk portal; and much more. We also support our membership by providing countless consultations each year on topics ranging from governance and strategy to marketing, fundraising, and operations—and everything in between.

[Learn more and connect with us at YourNPP.org.](http://YourNPP.org)





From left to right...

Ellen Kehl, Associate
Director

Your Point of Contact

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Adam Bratton, Executive
Director

Kensley Semple, Operations
& Special Projects Assistant

The Team

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When & Where

Keystone Nonprofit Conference

**Pre-Conference Event – Tuesday,
October 29, 2024**

*A day packed with intensive sessions –
built for nonprofit professionals looking to
dive deeper into a topic.*

**Main Event – Wednesday, October 30,
2024**


*Including a typical conference format –
with breakout sessions, keynote
addresses, an exhibitor hall, networking,
and more!*

**Ambassador Banquet & Conference
Center – 7794 Peach St., Erie, PA 16509**



Who Attends KeyCon?

The Keystone Nonprofit Conference is the premier gathering of nonprofit professionals in the region, attracting a diverse and dynamic audience each year. **Our attendees are the heartbeat of the nonprofit sector, representing a broad spectrum of roles, responsibilities, and causes.** The following pages will provide a closer look at the vibrant community you will connect with as a sponsor of KeyCon.





Diverse Professional Roles

KeyCon is a crossroads for the nonprofit world, where professionals from every corner of the sector come together. Our attendees include:

- Program Staff, who are on the front lines of service delivery.
- Volunteer Board Members, who provide strategic direction and governance.
- Executive Directors, who lead organizations with vision and purpose.
- Fundraising Professionals, who fuel the sector with essential resources.
- HR Staff, who build and nurture the nonprofit workforce.

And many more dedicated individuals who keep the wheels of the nonprofit sector turning.

Anticipated Attendance

For 2024, we are preparing to welcome over 300 attendees, continuing the conference's legacy of expansive reach and influence.

We expect to welcome:

- **250 nonprofit professionals**, each bringing their unique expertise and passion for change.
- **More than 25 experts from the field**, sharing their knowledge with the audience
- **Nearly 100 nonprofit supporters**, including service providers like printers, marketing agencies, and financial advisors, all essential to the nonprofit ecosystem.



CAUSE AREA REPRESENTATION



Sector Representation

The tapestry of causes represented at KeyCon is as varied as it is vibrant.

In 2023, our attendees reported working across multiple cause areas, reflecting the rich diversity of the sector.

Note: Attendees were able to select more than one cause area, showcasing the interconnected nature of their work.

2023 ATTENDEE MAKE-UP



41%

were development and/or marketing professionals, shaping the voice and reach of their organizations



32%

held leadership roles, steering their organizations towards their visions



13%

were program staff, directly impacting the lives of those they serve



12%

were administrative staff, ensuring the strength and sustainability of their organizations

Professional Influence

The decision-makers at KeyCon are a powerful force.

As a sponsor, your presence at KeyCon means direct engagement with a concentrated group of influencers and decision-makers. It's an opportunity to build relationships that matter and to showcase your commitment to the nonprofit community.

In 2023, a remarkable 93% of attendees played a role in decision-making for their departments or organizations, influencing the selection of goods and services that drive their work forward.



DECISION-MAKING POWER

Connect with Decision-Makers

KeyCon is where strategies are formed and partnerships are forged. By sponsoring KeyCon, you place your brand directly in the sightline of those who are actively seeking resources and solutions to enhance their operations, outreach, and overall impact.



Hear It From The Humans

In the 2023 post-conference evaluation, when asked what they liked best about the conference, sponsors said:

- “NPP staff are awesome. Very organized. Good communication.”
- “It was nice to talk with other exhibitors and look for ways to collaborate.”
- “Welcoming environment. Inquisitive attendees.”
- “Interacting with folks from all over as well as seeing clients outside of a 'work' setting.”

Hear It From The Humans

In the 2023 post-conference evaluation, attendees shared:

- “I have attended many professional conferences in the past 50 years (yes, 50)! This one was one of the very best. **It was well organized, educational, and welcoming.** The facilities were clean, convenient and not overcrowded.”
- “It **[KeyCon] was run and put together with tremendous care and effort** - from the food (labeling of allergens), the selection of presenters, the venue, down to the freebies. Everything was well-received.”
- “It was my first time attending the event and I would say **everything and everyone involved were the best.**”
- “As always, the **NPP staff demonstrated their competence and commitment to strengthening the sector.** Well done!”
- “**The event was extremely well organized and advertised.** The speaker I was able to hear was fantastic! Great job NPP. Cannot wait to attend both days next year.”
- “There aren't enough compliments in the english language to convey my gratitude. **As always, top notch guys.** Top notch.”
- “It was clear that things were well planned and thought out, **I wouldn't hesitate to recommend this to someone else.** Thanks, looking forward to the next!”
- “The lady with the oranges, the sunglasses, the fidget spinner pen, um...candy! The post net yo-yo had my thumbs up for sure! And whoa...pop tarts?! **Awesome vendors!**”



。 The Opportunities

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2024 Sponsorship Features

Features ↓	Bridge Builder (\$650)	Pinnacle Partner (\$1,650)	Foundation Forger (\$2,850)	Bedrock Backer (1) (\$3,000)	Capstone Champion (2) (\$3,000)	Keystone Catalyst (1) (\$5,000)	Architect of Change (1) (\$10,000)
	SOLD				SOLD		SOLD
In-person exhibitor table @ the Main Event (10/30)							
Ability to add a promotional item to the attendee swag bag							
Attendee email addresses							
Attendee mailing addresses							
Promotion on the event app through RegFox							
Promotion on the event website @ TheKeyCon.org							
Social media highlight							
Inclusion in printed marketing collateral							
4 conference registrations							
Quarter page program book ad							
Half page program book ad							
20% discount code, to be shared with constituents							
6 conference registrations							
Full page program book ad							
Exclusive sponsorship and introduction of the Morning Keynote Address (1)							
Exclusive sponsorship and introduction of the Luncheon Keynote Address (1)							
Exclusive reception Sponsorship (1)							
Exclusive sponsorship of the Pre-Conference event (1)							
Logo on swag bag							
Exclusive invitation to pre-conference dinner party							

Architect of Change (1) (\$10,000)

Benefit breakdown:

- 2 in-person exhibitor tables at the Main Event on Wednesday, October 30th
- Exclusive invitation to the pre-conference dinner for speakers and esteemed sponsors
- Logo on the conference swag bag
- Full page program book ad
- 6 complimentary conference registrations
- A unique 20% discount code to share with constituents
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Social media highlight
- Inclusion in 1 direct mail promotion
- Inclusion in email marketing promotions
- Inclusion in printed collateral

SOLD



Keystone Catalyst (1) (\$5,000)

Benefit breakdown:

- Exclusive sponsorship of the pre-conference event on Tuesday, October 29th
 - Including the ability to introduce one or all intensive sessions
 - Including the ability to handout branded pens and pads to all pre-conference attendees
 - Including signage
- 1 in-person exhibitor table at the main event on Wednesday, October 30th
- Full page program book ad
- 6 complimentary conference registrations
- A unique 20% discount code to share with constituents
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Social media highlight
- Inclusion in 1 direct mail promotion
- Inclusion in email marketing promotions
- Inclusion in printed collateral



Capstone Champion (2) (\$3,000)

Benefit breakdown:

- Exclusive sponsorship of the **Morning Keynote Address** – including ability to introduce the speaker (**SOLD!**)
- Exclusive sponsorship of the **Luncheon Keynote Address** - including ability to introduce the speaker (**SOLD!**)
- 1 in-person exhibitor table at the main event on Wednesday, October 30th
- Half page program book ad
- 4 complimentary conference registrations
- A unique 20% discount code to share with constituents
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Social media highlight
- Inclusion in 1 direct mail promotion
- Inclusion in email marketing promotions
- Inclusion in printed collateral

SOLD



Bedrock Backer (1) (\$3,000)

Benefit breakdown:

- Exclusive sponsorship of the reception (Main Event) – including the ability to announce the winners of the Exhibitor Card Contest
- 1 in-person exhibitor table at the main event on Wednesday, October 30th
- Half page program book ad
- 4 complimentary conference registrations
- A unique 20% discount code to share with constituents
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Social media highlight
- Inclusion in 1 direct mail promotion
- Inclusion in email marketing promotions
- Inclusion in printed collateral

SOLD



Foundation Forger (\$2,850)

Benefit breakdown:

- 1 in-person exhibitor table at the main event on Wednesday, October 30th
- Half page program book ad
- 4 complimentary conference registrations
- A unique 20% discount code to share with constituents
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Social media highlight
- Inclusion in 1 direct mail promotion
- Inclusion in email marketing promotions
- Inclusion in printed collateral



Pinnacle Partner (\$1,650)

Benefit breakdown:

- 1 in-person exhibitor table at the main event on Wednesday, October 30th
- Quarter page program book ad
- 4 complimentary conference registrations
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Social media highlight
- Inclusion in 1 direct mail promotion
- Inclusion in email marketing promotions
- Inclusion in printed collateral



Bridge Builder (\$650)

Benefit breakdown:

- 1 in-person exhibitor table at the main event on Wednesday, October 30th
- Promotion on the event app through RegFox
- Promotion on the event website at TheKeyCon.org
- Ability to add a promotional item to the attendee swag bag
- A list of attendee email addresses, post-conference
- A list of attendee mailing addresses, post-conference
- Inclusion in email marketing promotions



Foundational Pillar (\$ varies)

Benefit breakdown:

- Scholarship(s) for X amount of nonprofit professionals to attend the conference
- Promotion on the event website at TheKeyCon.org
- Inclusion in email marketing promotions



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FAQ

You have questions. We have answers!

Please peruse the “frequently asked questions” on the following pages. Don’t hesitate to reach out if there’s anything we may be missing.

FAQ

I want to provide a giveaway for attendees' conference bags. Are there any guidelines I should be aware of?

If you'd like to include a giveaway in attendees' conference bags, please ensure the item is compact and lightweight.

We will not accept any printed collateral (flyers, brochures, booklets, etc.) as a giveaway for attendees' conference bags; instead, we invite you to display printed materials at your exhibitor table.

How many giveaways should I plan to share?

Please plan to provide **250 giveaway items**.

Where should I deliver the items? When are the items due?

Please deliver the items to The Nonprofit Partnership's offices at The Susan Hirt Hagen Center at 609 Walnut St., Erie, PA 16502 by **Friday, October 18, 2024**. Items delivered after this date will not be included in the bags.

FAQ

What does exhibitor set up entail?

Exhibitors will be provided with a table that is **6 ft in length**. Additionally, exhibitors will be provided with a **table linen and two chairs**. Exhibitors are welcome to food and beverage throughout the day.

Please note – exhibitors will be surveyed regarding technology need and display size, pre-conference. Exhibitors will be placed according to need.

How will exhibitor and attendee engagement be encouraged?

Pulling from The Nonprofit Partnership’s successful “Exhibitor Card Contest” from the past, we will introduce a game dubbed **Keystone Quest**. Attendees will mark a game card by completing various tasks (including exhibitor touchpoints). During the reception, those on the Keystone Quest leaderboard will be awarded prizes.

Can I include a prize for Keystone Quest, or should I raffle a prize at our exhibitor table?

That is totally up to you! We welcome exhibitors to include prizes for Keystone Quest winners (we will provide a few, as well).

Any gifts added to the Keystone Quest prize hall will be appropriately labeled so the audience knows your business in the contributor.

What type of gifts make sense for Keystone Quest prizes?

We’ve seen prizes of all shapes and sizes! Gift baskets, Apple Air Tags, Yeti cups, TVs, gift cards, and so much more! If unsure, [let’s chat](#).

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Secure Your Spot

The Keystone Nonprofit Conference is a beacon for change-makers and a platform for impactful partnerships. As we gear up for another year of inspiration and collaboration, we invite you to secure your sponsorship and join us in making a difference.

Please be mindful of the deadlines on the following pages to maximize the benefits of your sponsorship.

Important Deadlines

Direct Mail Promotion Deadline:

Wednesday, August 14, 2024

To be featured in our direct mail campaign, which has a far-reaching and engaged audience, confirm your sponsorship by this date. Excludes the Bridge Builder tier.

Program Book Inclusion Deadline:

Monday, September 9, 2024

Ensure your brand is included in the program book, a valuable resource distributed to all attendees, by confirming your sponsorship by this date. Excludes the Bridge Builder tier.

Act Early for Optimal Exposure:

The demand for exhibition space is high, and spots fill quickly. In 2023, the exhibitor hall reached capacity with over 40 exhibitors. To secure the best possible placement and exposure, we recommend confirming your participation early.

Certain sponsorship levels are exclusive and limited, act soon to claim your desired tier.



Ad Specs

Document Set Up

0.25 margin
0.125 bleed
0.0626 gutter

Size Overview



Full Page

8.5 in x 11 in
8.75 in x 11.25 in with an
optional 0.125 bleed
8 in x 10.5 live area (text and
logos cannot exceed)



Half Page

8.5 in x 5.5 in
NO BLEED
8 in x 5.2 live area (text and
logos cannot exceed)



Quarter Page

4.3 in x 5.5 in
NO BLEED
4 in x 5.2 live area (text and
logos cannot exceed)

Delivery Methods

- Email (files less than 10 MB)
- Cloud storage (Google Drive or DropBox)

Requirements

All images should have a minimum of 300 dpi resolution at 100%

All images and files should be in CMYK

Images files should be TIF, JPG or EPS. GIF and HEIC files will not be accepted.

Do not copy and paste images, please import or drag and drop into the program.

Please embed fonts into the design or provide in a package

Acceptable Formats

- pdf - include bleeds and embedded fonts
- indd - Adobe InDesign
- ai - Adobe Illustrator
- pdf - Adobe Photoshop

*Please package if using Adobe programs

Note: We reserve the right to alter the ad if it does not follow requirement or meet size guidelines.

Let's Talk

In-Kind Sponsorships and Flexible Plans:

We understand that each sponsor has unique capabilities and goals. To accommodate this, we offer in-kind sponsorship opportunities and the flexibility to tailor sponsorship packages. If you have a vision for your sponsorship or wish to contribute through services or products, we encourage you to reach out.

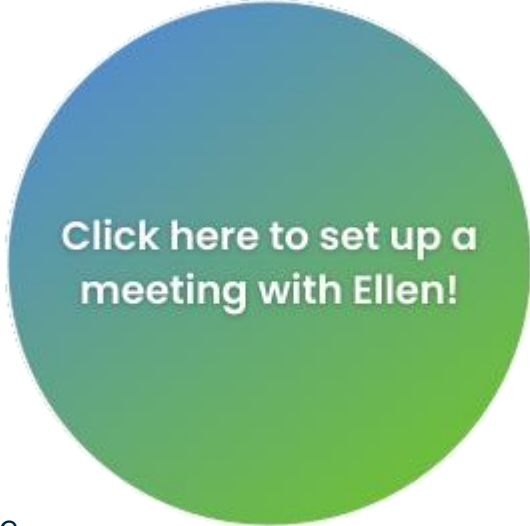
Let's Discuss Your Impact:

For more information, to discuss in-kind opportunities, or to tailor a sponsorship plan that aligns with your strategic goals, please contact:

Ellen Kehl

Associate Director
The Nonprofit Partnership
Email: ekehl@yournpp.org

Ellen is ready to work with you to ensure your organization's presence at KeyCon is both memorable and meaningful. Reach out today to explore the possibilities and secure your place at the forefront of the nonprofit community.



Click here to set up a meeting with Ellen!