



2016 NATIONAL CONFERENCE

September 26-28, 2016

Chicago Marriott Downtown Magnificent Mile



Preliminary Sponsorship Prospectus*

Show Your Support for the Largest Segment of Philanthropy

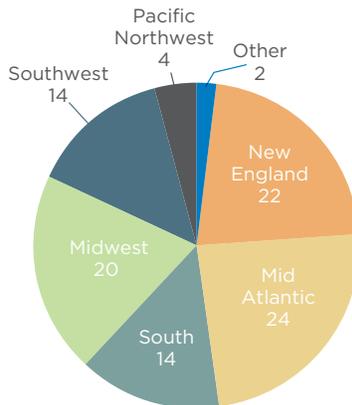
Exponent Philanthropy’s biennial National Conference is the nation’s largest gathering of individual, family, and small-staffed foundation donors. Be part of this premier gathering—and Exponent Philanthropy’s 20th Anniversary celebration—to showcase your expertise among 1000 philanthropy leaders gathered for three days of learning and connecting.

1000 participants

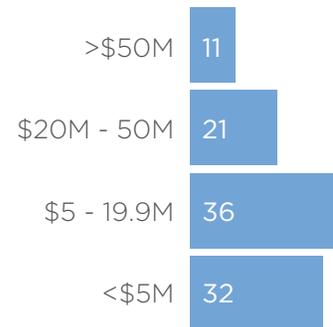
68% top executives, donors, or trustees

All generations

PAST PARTICIPANT DEMOGRAPHICS



PAST PARTICIPANT DEMOGRAPHICS



ASSET SIZE % OF ATTENDEES

SIGN UP NOW

BE AN EARLY SUPPORTER AND BENEFIT FROM EXPOSURE IN ALL CONFERENCE COMMUNICATIONS

* This is a preliminary prospectus. As the program develops, additional opportunities may become available.



**NEW
FOR 2016**

Why Partner With Us?

Exponent Philanthropy's highly regarded National Conference offers a range of unmatched opportunities to achieve your business goals:

-  **A forum to showcase your firm's expertise and thought leadership to thousands**
-  **High visibility as an organization that values and supports philanthropy**
-  **Connections to philanthropic decision makers**
-  **The opportunity to form deep and lasting relationships with conference participants**

20th ANNIVERSARY CELEBRATION:

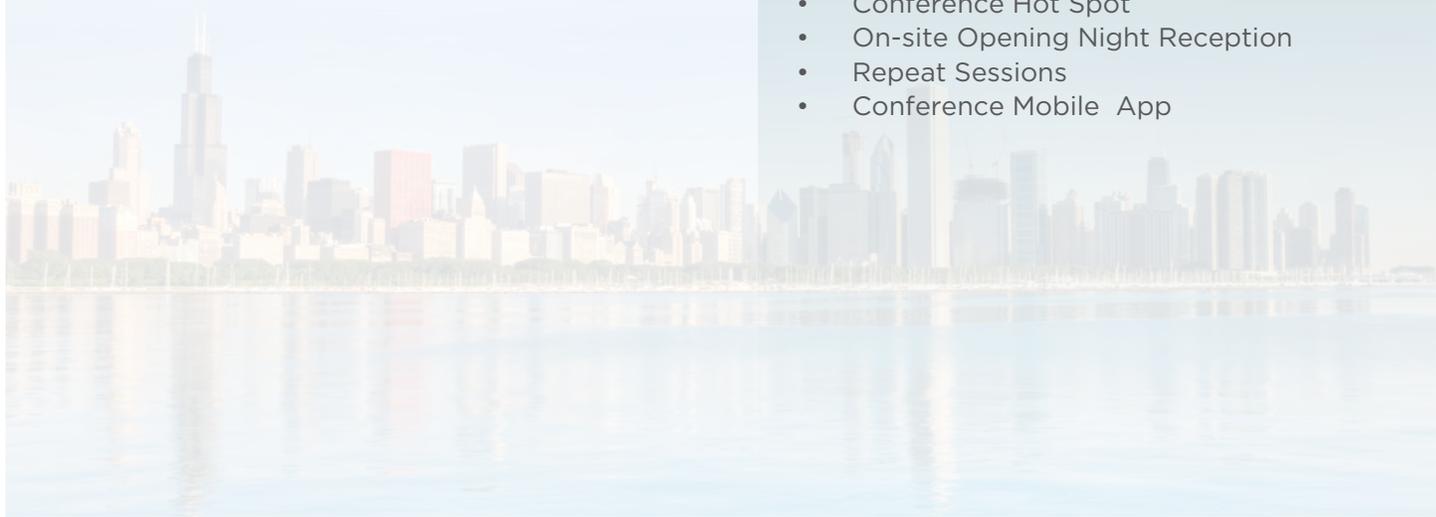
Receive prominent recognition at our anniversary celebration in the stunning Preston Bradley Hall at the Chicago Cultural Center. *See page 2.*

CONNECTIONS EVENING: Be among select organizations to host a dine-around or casual get-together for participants after the opening reception—a popular time for participants to connect. *See page 2.*

EXECUTIVE TRACK: Showcase your support for foundations' senior executives by underwriting a new series of sessions designed especially for them. *See page 3.*

Perennial favorites:

- Hall of Outsized Impact
- Learning Labs
- Peer-to-Peer Sessions
- Exhibit Hall Grand Opening
- Conference Hot Spot
- On-site Opening Night Reception
- Repeat Sessions
- Conference Mobile App



Sponsorship Packages

At-a-Glance

The Magnificent Mile Lead Sponsorship Package

\$40,000

- Prominent recognition throughout conference as a lead sponsor
- Prominent recognition on conference website and in all marketing communications
- Invitation to attend Chair's Reception for Exponent Philanthropy board members and highly engaged members
- Option for remarks at opening plenary session
- Recognition as co-host of offsite 20th Anniversary Celebration
- Faculty role that showcases firm expertise and thought leadership
- Option to host *Connections Evening* dine-around with marketing support
- Banner ad and prominently placed firm profile in conference mobile app
- Option to upload two documents to conference mobile app and send one notification per day to participants
- Full-page ad in conference program booklet
- On-screen recognition at all plenary sessions
- Firm description in sponsor recognition materials
- Recognition through Exponent Philanthropy's social media channels
- Option to include collateral in conference tote bags
- Exhibit booth with high visibility placement
- Four full-conference registrations

Lakeshore Drive Sponsorship Package

\$25,000

- Recognition as co-host of onsite Opening Night Reception
- Faculty role that showcases firm expertise and thought leadership
- Option to host *Connections Evening* dine-around with marketing support
- Banner ad and firm profile in conference mobile app and option to upload two documents to mobile app

- Half-page ad in conference program booklet
- Recognition on conference website and onsite signage
- On-screen recognition at all plenary sessions
- Firm description in sponsor recognition materials
- Recognition through Exponent Philanthropy's social media channels
- Option to include collateral in conference tote bags
- Exhibit booth with high visibility placement
- Three full-conference registrations

Lincoln Park Sponsorship Package

\$15,000

- Recognition as co-host of opening day brunch and second day breakfast
- Option to host *Connections Evening* dine-around with marketing support
- Banner ad and firm profile in conference mobile app and option to upload two documents to mobile app
- Recognition in program booklet, website, and onsite signage
- On-screen recognition at all plenary sessions
- Firm description in sponsor recognition materials
- Recognition through Exponent Philanthropy's social media channels
- Exhibit booth
- Two full-conference registrations

Wrigleyville Sponsorship Package

\$7,500

- Recognition as co-host for all Exhibit Hall refreshment breaks
- Option to host *Connections Evening* dine-around
- Recognition in program booklet, conference website, and onsite signage
- Firm profile in conference mobile app and option to upload one document to mobile app
- Firm description in sponsor recognition materials
- Recognition through Exponent Philanthropy's social media channels
- Exhibit booth
- One full-conference registration and one exhibit booth only registration

À La Carte Sponsorship Packages

Seasoned Executive Director Conference Track **\$25,000**

Experienced foundation staff members have unique learning needs, and we'll introduce a special series of sessions designed specifically for this demographic of our membership. This new programming presents an excellent opportunity for your firm to showcase your expertise to a dynamic group of foundation influencers.

- Faculty role that showcases firm expertise and thought leadership
- Option to host *Connections Evening* dine-around with marketing support
- Banner ad and firm profile in conference mobile app and option to upload two documents to mobile app
- Half-page ad in conference program booklet
- Recognition on conference website and onsite signage
- On-screen recognition at all plenary sessions
- Firm description in sponsor recognition materials and all collateral and communications highlighting this program
- Recognition through Exponent Philanthropy's social media channels
- Option to include collateral in conference tote bags
- Exhibit booth with high visibility placement
- Three full-conference registrations

Hot Spot & WiFi **\$20,000**

The Hot Spot is the place to network with colleagues, recharge mobile devices, and relax during the conference. This package also includes recognition as our sponsor for the conference WiFi connection. This high visibility opportunity touches all conference participants.

- Your organization's name as the WiFi access passcode (within character limit)
- Branding on charging stations
- Signage at Hot Spot
- Recognition in program booklet, conference website, and onsite signage
- On-screen recognition at all plenary sessions
- Firm profile in mobile app and option to upload two documents to mobile app

- Firm description in sponsor recognition materials
- Recognition through Exponent Philanthropy's social media channels
- Exhibit booth
- Two full-conference registrations

Printed Program Booklet **\$20,000**

Maximize your branding opportunities by underwriting the printed conference program booklet.

- Full-page ad on back cover of conference program booklet
- Your organization's name and logo on a special recognition page on the inside cover of the conference program booklet
- Recognition on conference website and onsite signage
- On-screen recognition at all plenary sessions
- Firm profile in mobile app and option to upload two documents to mobile app
- Firm description in sponsor recognition materials
- Recognition through Exponent Philanthropy's social media channels
- Exhibit booth
- Two full-conference registrations

Hall of Outsized Impact **\$15,000**

One of the most popular spots at our previous National Conference, the *Hall of Outsized Impact* is a place for dozens of funders to share—in the style of academia via poster presentations and conversations with fellow funders—their grant and non-grant activities that resulted in outsized impact.

- Recognition on *Hall of Outsized Impact* signage
- Logo placement on the footer of each poster
- Option to submit a poster on behalf of a client or funder who meets the application criteria
- Recognition in program booklet as sponsor for *Hall of Outsized Impact*
- Recognition in all print and electronic marketing for *Hall of Outsized Impact*
- Recognition on conference website and onsite signage
- On-screen recognition at all plenary sessions
- Firm recognition in all sponsorship materials
- Two full-conference registrations

À La Carte Sponsorship Packages (continued)

Conference Mobile App **\$15,000**

Gain wide visibility as our exclusive sponsor for the conference mobile app. This tool provides participants with all important event information, including schedule, speaker bios, maps, exhibitor information, and more. In 2014, over 50% of participants used the app; many before they even arrived onsite.

- Logo on mobile app splash page
- Banner ad within mobile app
- Featured listing in sponsor section of mobile app
- Recognition in all communications about mobile app, to be distributed to all participants several times prior to and during the conference
- Recognition in program booklet, conference website, and onsite signage that showcases mobile app
- On-screen recognition at all plenary sessions
- Firm recognition in all sponsorship materials
- Two full-conference registrations

Tote Bags **\$15,000**

- Your logo with Exponent Philanthropy's on one side of reusable totes provided to each conference participant
- Recognition in program booklet, conference website, and onsite signage
- On-screen recognition at all plenary sessions
- Two full-conference registrations

Site Visits **\$6,000 per opportunity**

Bring conference participants into the Chicago community to learn from local nonprofits and their funders.

- Recognition by moderator during opening remarks
- Option to welcome participants
- Recognition in all print and electronic marketing for the site visit
- Recognition in program booklet and website
- One full-conference registration



SIGN UP for a 2016 National Conference Exhibit Booth Today!

All booth packages include program booklet recognition and 8 x 10 exhibit booth space with drapery and identification sign. This year, due to space limitations, we can only accommodate 45 exhibitors, and priority will be given to sponsors who secure sponsorship packages. Only a limited number of booth only opportunities are available.

Exhibit Booth Only \$4,000

- 8 x 10 exhibit booth
- Firm description in sponsor recognition material
- One full-conference registration
Exhibit booth only badges can be purchased for \$500. Sponsors at this level are limited to two representatives at the conference, including full registrations and exhibit only representatives.