

2010



TENTH ANNUAL CNPE AWARDS AND LEADERSHIP CONFERENCE SPONSORSHIP OPPORTUNITIES

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Opportunity

CNPE is seeking the following Sponsorships:

- One Annual Conference Presenting Sponsorship \$25, 000
- One Annual Conference Awards Luncheon Sponsorship \$10,000
- Four Annual Conference Supporting Sponsorships \$5,000
- Six Annual Conference Award Sponsorships \$2750
- One Exhibitors' Lounge Naming Sponsorship \$5000
- One Annual Conference eNewsletter Sponsorship \$500
- 20 Annual Conference Table Sponsorships (See Pricing below)

Project Description

Annual Conference Overview

On October 6, 2010, the Center for Nonprofit Excellence (CNPE) will present its Tenth Annual Awards and Leadership Conference at the Galt House East in downtown Louisville. This is a culminating event for not only CNPE, but also the entire Louisville nonprofit sector. Hundreds of decision-makers from government, nonprofit and corporate sectors join us each year.

CNPE works to continually raise the bar for its guests. Many of the learning tracks are led by nationally recognized speakers in fields like marketing, finance, nonprofit management and leadership. Each year, the planning committee seeks presenters who emphasize the use of creativity, technology, collaboration and good old-fashioned business sense to thrive, even in these lean times. Annual Conference sponsorships are high profile opportunities with reach throughout our community.



refreshments, wireless internet stations and more.

Exhibitor's Lounge

In 2008, CNPE introduced the newly envisaged **Exhibitor's Lounge** to great acclaim. Exhibitors loved the opportunity to place their product in the middle of all the action, and participants loved the opportunity to mingle and stay connected with the office in a comfortable inviting area. The area will be equipped with



Pyramid Awards for Excellence Luncheon

The Pyramid Awards for Excellence Luncheon is a huge draw for the day, usually doubling the number of attendees. The luncheon's focus is to recognize and celebrate the essential value of our region's nonprofit sector. CNPE also specifically recognizes commanding contributions made by specific nonprofit organizations in seven areas: **Vision, Collaboration, Diversity, Governance, Leadership, Lifetime Achievement, and Engaging Emerging Talent.**

- Pyramid Awards for Collaboration, Diversity, Vision and Engaging Emerging Talent are presented to nonprofit organizations.
- Pyramid Award for Governance is presented to the governing board of a nonprofit organization.
- The Pyramid Award for Leadership and Lifetime Achievement are presented to an individual nonprofit leader.

Each of the recipients receives a commemorative and monetary award and is recognized during the lunch ceremonies.

Sponsors help cover the cost of this recognition and are recognized along with the award winners during the ceremony. This is really one of the Greater Louisville nonprofit community's most celebratory occasions.

Annual Conference eNewsletter

Beginning circulation in August of 2010, this eNewsletter will be a one-stop shop for all potential and current registrants to the 2010 Annual Conference. It will include news related to the Pyramid of Excellence Awards, announcements of speakers and other planning information, and include articles of interest to participants. Sponsorship of this newsletter will allow you and your brand to ride the wave of excitement it will generate.

Impact

The nonprofit community is dedicated to the continued growth and improvement of our city and state. The CNPE Annual Conference and Leadership Awards Luncheon is a place to celebrate that dedication and get geared up for the year to come. In many ways, it is the starting point for the hard work that must be completed on behalf of our community. It is the place where the nonprofit community comes together to collaborate, grow, and create new and lasting partnerships.



Sponsorship Costs and Benefits

Annual Conference Presenting Sponsor \$25,000 (1)

- Option to share remarks during opening plenary session and Awards Luncheon
- Presenting sponsor listing in Annual Conference Slideshow, all email marketing, and press coverage
- Front cover placement on all brochures
- Option to add "Welcome Letter" to Annual Conference Binder
- Option to add Special Message to Annual Conference eNewsletter
- Option to add sponsor produced 30 second audio or video message to attendees in Annual Conference slideshow
- Free space in the Exhibitor's Lounge
- One free table at Awards Luncheon



Awards Luncheon Sponsor \$10,000 (1)

- Award Luncheon sponsor listing in Annual Conference Slideshow and specific email marketing
- Option to share remarks during Awards Luncheon
- Awards Luncheon sponsor listing in Annual Conference Slideshow, all email marketing, and press coverage
- Front cover placement on Awards Luncheon program
- Option to add "Welcome Letter" to Awards Luncheon program
- Option to add special message to Annual Conference eNewsletter
- Free Space in the Exhibitor's Lounge
- One free Table at Awards Luncheon

Annual Conference Supporting Sponsor \$5,000 (4)

- Supporting Sponsor listing in Annual Conference Slideshow, all email marketing and press coverage.
- Option to add "Welcome Letter" to Annual Conference binder
- Back cover placement on brochures, binder, and Awards Luncheon program.
- Free space in the Exhibitor's Lounge
- 2 free tickets to Awards Luncheon



Award Sponsors \$2,750 (6)

Collaboration, Diversity, Governance, Leadership, Engaging Emerging Talent, and Vision

- Awards sponsor listing in Annual Conference Slideshow and specific email marketing
- Logo placement on sponsored awards tribute video
- Copy of CNPE produced awards tribute video
- Free space in Exhibitor's Lounge
- 2 Free Tickets to Awards Luncheon

Exhibitor's Lounge Naming Sponsor \$5,000 (1)

- Naming rights sponsor inside the newly envisioned **Exhibitor's Lounge**. The **Exhibitor's Lounge** will be welcoming and equipped with wireless internet, comfy sofas and local art
- **Exhibitor's Lounge** sponsor listing in Annual Conference Slideshow and **Exhibitor's Lounge** email marketing
- Prominent center placement of your product inside the exhibitor's lounge area
- Cover placement of logo on Exhibitor's eDirectory
- 1 Free ticket to Awards Luncheon

Annual Conference eNewsletter Sponsorship \$500 (1)

- Banner logo placement in all Annual Conference email marketing.
- eNewsletter sponsor listing in Annual Conference Slideshow.

Corporate Member Annual Conference Table Sponsor \$800

- Sponsor listing in Annual Conference Slideshow.
- Table sponsor listing in Annual Conference binder.

Corporate Guest Annual Conference Table Sponsor \$950

- Sponsor listing in Annual Conference slideshow.
- Table sponsor listing in Annual Conference binder.



Annual Conference Member Exhibitor \$200 (\$175 before July 31, 2010)

- Display space including one rectangular table
- Company contact listing in Annual Conference eDirectory
- Logo prominence in Exhibitor's Lounge display areas
- The option to attend plenary sessions
- One free Awards Luncheon ticket
- List of organizations represented at our day's event

Annual Conference Member Guest Exhibitor \$350 (\$275 before July 31, 2010)

- Display space including one rectangular table
- Company contact listing in a conference eDirectory
- Logo prominence in Exhibitor's Lounge display areas
- The option to attend plenary sessions
- Conference materials
- One free Awards Luncheon ticket
- List of organizations represented at our day's event