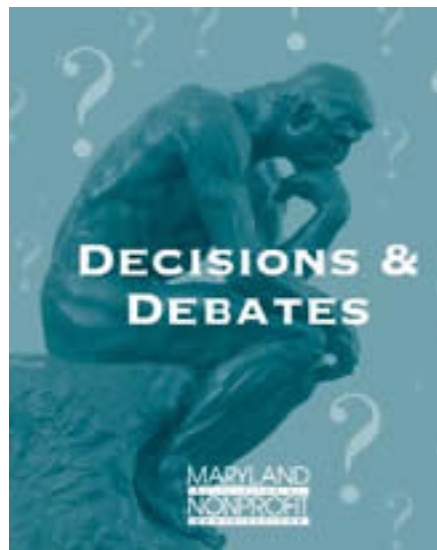


Maryland Nonprofits

14th Annual Conference 2006 Sponsorship Opportunities

DECISIONS & DEBATES
OCTOBER 25, 2006 8:00 AM – 5:00 PM
BALTIMORE MARRIOTT WATERFRONT HOTEL
700 ALICEANNA STREET, BALTIMORE MD 21202



About the 2006 Conference

How do you make the decisions your organization depends on? In defusing a bomb there is very little room for mistakes. In baseball, a player becomes a superstar if he makes the right decision at the plate a third of the time. For managers, the margin for error falls somewhere in between. The number of correct decisions a person or organization makes often matters less than the relative value of those decisions.

Maryland Nonprofits' 2006 Annual Conference will be devoted to the art and science of better decision-making.

The 2006 Conference, from our opening plenary through our tightly focused break out sessions, will concentrate on how we make decisions in everything from board governance to public policy to human resources and fundraising and how these decisions are likely to affect the outcomes we are working towards. Nearly 600 nonprofit leaders are expected to once again come together to network, learn and discuss current issues facing the nonprofit sector. The jam packed one-day conference begins with a morning plenary including keynote speaker, Michael LeGault, author of: **Think! Why Crucial Decisions Can't Be Made in the Blink of an Eye.**

MARYLAND ASSOCIATION OF NONPROFIT ORGANIZATIONS

190 WEST OSTEND STREET SUITE 201 BALTIMORE, MD 21230 410.727.6367 800.273.6367 FAX 410.727.1914
8720 GEORGIA AVENUE SUITE 303 SILVER SPRING, MD 20910 301.565.0505 877.565.0707 FAX 301.565.0606
WWW.MARYLANDNONPROFITS.ORG



Tentative Program Schedule (Subject to Change)

6:30 am	Set-up time for registration & exhibitors
8:00 - 8:40 am	Registration, Vendor Marketplace & Breakfast
8:40 - 9:50 am	Opening Plenary with Keynote Speaker, Michael LeGault, <i>Note: a short business meeting will be included with plenary</i>
9:50 - 10:10 am	Vendor Marketplace & Book signing
10:10 - 11:30 am	Concurrent Breakout Sessions A
11:30 - 1:10 pm	Vendor Marketplace Exhibit Hall Reception
12:10 - 12:40 pm	Standards for Excellence Awards Ceremony
12:40 - 1:10 pm	Dessert & prizes in the vendor marketplace
1:10 - 2:30 pm	Concurrent Breakout Sessions B
2:35 - 3:55 pm	Concurrent Breakout Sessions C
4:00 - 5:00 pm	(possible) Electoral Debate

Sponsorship Opportunities

Maryland Nonprofits' Annual Conference, through sponsorship opportunities, is one of the best ways to reach hundreds of nonprofit organizations to promote your business and its services, as well as your interest in supporting the nonprofit sector in Maryland. We have structured the conference day so that attendees have more real time to visit the vendor marketplace and allow you to network with nonprofit sector leaders from around the state.

Reserve a sponsorship for your business today! Sponsorship opportunities equal to \$1,000 or more include a space in the vendor marketplace, web and print promotion, and other benefits to commensurate with the size of your sponsorship.

Final deadline for sponsorship participation is September 15, 2006.

For details, contact Trudy Jacobson at 301-565-0505 x15 or tjacobson@mdnonprofit.org.

Presenting Sponsor – \$10,000 (or two at \$6,000)

Partner your Company with Maryland Nonprofits as the presenting sponsor of this year's annual conference, **DECISIONS & DEBATES**. Your name or logo will be in all conference, registration, press and day of conference materials including the Conference Brochure (as long as print deadlines have not passed). **Final Sponsorship commitment and payment must be received by September 15, 2006.** Your company name and logo will also be prominently displayed as the presenting sponsor throughout the pages of the website from pre-registration through post conference media advisories.

Benefits:

- Reserved seating for the CEO or designated sponsor representative at the Morning Plenary/Keynote and Luncheon & Standards for Excellence® awards ceremony
- Recognition throughout the day of the conference including introduction of sponsor representatives at the Morning Plenary/Keynote and Standards for Excellence Awards Presentation
- Recognition on all conference marketing materials including prominent displays on Maryland Nonprofits' website pages promoting the Annual Conference
- Special recognition in Annual Conference electronic communications sent to thousands of nonprofit leaders and volunteers

- Signage promoting sponsorship throughout the conference center on the day of the conference
- Recognition on the list of sponsors included in each attendee's conference packet
- Complimentary, prime location exhibit space in the Vendor Marketplace
- Six (6) complimentary full day conference registrations
- One time use of mailing labels of conference attendees (this would be after the conference)
- Opportunity to place one item in the attendees tote bag

Morning Plenary/Keynote Sponsor – ~~\$6,000~~ or two at \$3,500

(only one still available)

Be the sponsor of this year's morning plenary which will feature our keynote speaker, Michael LeGault. Mr. LeGault, author of

Think! Why Crucial Decisions Can't Be Made in the Blink of an Eye

Outraged by the downward spiral of American intellect and culture, Michael R. LeGault offers the flip side of Malcolm Gladwell's best-selling phenomenon, **Blink**, which celebrated impulse thinking over factual knowledge or critical analysis. If best-selling books are advising us to not think, LeGault argues, it comes as no surprise that sharp, incisive reasoning is on the decline, leading our society to incompetence and failure. Partner your business with Maryland Nonprofits as the Morning Plenary/Keynote sponsor.

Benefits:

- Reserved seating for the CEO or designated sponsor representative during the morning plenary/keynote address
- Recognition in day of the conference materials related to the Morning Plenary including press materials announcing our speaker, Michael LeGault
- Recognition in the conference brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Day of the Conference recognition through public announcements during the Morning Plenary
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Special recognition in Annual Conference electronic communications sent to thousands of nonprofit leaders and volunteers
- Signage promoting sponsorship throughout the conference center on the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Complimentary, prime location exhibit space in the Vendor Marketplace
- Three (3) complimentary full day conference registrations

Exhibit Hall Reception Sponsor – \$5,000

Always a high traffic area, this year's Exhibit Hall will be one of the day's main features. A light lunch, along with dessert and prize announcements, will be offered in the Exhibit Hall, which will provide attendees and vendors with close to two hours to network. Your name or logo will be in registration, as well as, day of conference materials **(sponsorship commitment and payment must be received by September 15, 2006)**.

Your company name and logo will also be prominently displayed throughout the Exhibit Hall.

Benefits:

- Day of the Conference recognition through public announcements during the Exhibit Hall Reception
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Special recognition in Annual Conference electronic communications sent to thousands of nonprofit leaders and volunteers
- Signage promoting sponsorship throughout the conference center on the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Complimentary, prime location exhibit space in the Vendor Marketplace
- Four (4) complimentary full day conference registrations
- One time use of mailing labels of conference attendees (this would be after the conference)
- Opportunity to place one item in the attendees tote bag

**Standards for Excellence® Awards Sponsor – \$3,000 (~~Two available~~)
(only one still available)**

The Maryland Nonprofits Standards for Excellence® Program is designed to promote excellence and integrity in nonprofit organizations. The program is based on a code of conduct called the *Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector*. Join us as a sponsor for this year's newly certified and re-certified organizations that have voluntarily submitted to a rigorous review of all aspects of their operations. Only organizations that pass this comprehensive review earn the Seal of Excellence.

Benefits:

- Reserved seating for the CEO or designated sponsor representative at the luncheon
- Recognition in materials promoting the newly certified & re-certified, 2006 Standards for Excellence organizations, including press materials as well as all post conference ads, press releases and other marketing materials announcing the awardees on their big day
- Recognition in the conference brochure **(sponsorship commitment and payment must be received by September 15, 2006).**
- Day of the Conference recognition through public announcements during the Awards Presentation
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Signage promoting sponsorship throughout the conference center on the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Complimentary exhibit space in the Vendor Marketplace
- Two (2) complimentary full day conference registrations

Bookstore Sponsor – \$2,500 (Two available)

Located in a high traffic area, the Maryland Nonprofits Bookstore is the place that nearly every attendee visits at some point during the day of the conference. In addition, to specially signed editions of some books, the Bookstore offers publications on fundraising, board and organizational development, volunteers, finance and more. The Bookstore offers an exclusive opportunity to show your support of the education and resource mission of the Maryland Nonprofits' Annual Conference.

Benefits:

- Signage with company name and logo at Bookstore
- Recognition in the Annual Conference Brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Complimentary exhibit space in the Vendor Marketplace
- One (1) complimentary full day conference registration

Registration Sponsor – \$2,250 (~~Two available~~)

(only one still available)

Benefits:

- Signage with company name or logo at registration and on the final conference agenda
- Recognition in the Annual Conference Brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Complimentary exhibit space in the Vendor Marketplace
- One (1) complimentary full day conference registration

Morning Refreshments Sponsor – \$2,000 (~~Two available~~)

(only one still available)

Benefits:

- Company name or logo on signage where morning refreshments will be served
- Recognition in the Annual Conference Brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Complimentary exhibit space in the Vendor Marketplace
- Two (2) complimentary lunch tickets

Track Sponsors – \$1,750 (Four available)

Sponsor one of our five tracks of educational sessions on topics relative to your organization's business. This year for the first time, the sessions will be appropriately tied in to the keynote speaker's message on decision-making, while still focused on an area of particular interest to the sector. And, the first of our tracks – Decisions, Decisions, Decisions – will be presented as a full day breakout in three parts while the others will each have three choices available one during each of the three breakout sessions.

2006 Track Topics:

- *Decisions, Decisions, Decisions*
- *The Art of Decision Making*
- ~~*Devising & Development*~~ **SOLD!**
- *Human Capital*
- *Just Causes*

Benefits:

- Acknowledgement at the start of each workshop in the sponsored track
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Recognition in the Annual Conference Brochure (**sponsorship commitment and payment must be received by September 15, 2006**)
- A Complimentary exhibit space in the Vendor Marketplace
- One (1) complimentary lunch ticket

General Corporate Sponsor – \$1,500

(Several Available)

Benefits:

- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Recognition in the Annual Conference Brochure (**sponsorship commitment and payment must be received by September 15, 2006**)
- Complimentary exhibit space in the Vendor Marketplace
- One (1) complimentary lunch ticket

Scholarship Sponsor – \$1,250 (Two available) **SOLD!**

Benefits:

- Recognition on Scholarship Application
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet

- Recognition in the Annual Conference Brochure (**sponsorship commitment and payment must be received by September 15, 2006**)
- Complimentary exhibit space in the Vendor Marketplace
- One (1) complimentary lunch ticket

Tote bag Inserts – \$600 (~~Four available~~)

(only one still available)

Every conference attendee will receive a complimentary tote bag stuffed with a variety of promotional materials from our sponsors, exhibitors, and endorsed vendors. Include a flyer, brochure, or promotional item about your business in this year's conference tote bags.

Insert participants must be confirmed and payment must be received by no later than September 15, 2006

(Items must be pre-approved for inclusion in the tote bag and the total quantity to be inserted must be sent to Maryland Nonprofits Baltimore office by no later than October 2, 2006)

NOTE: 600 copies will be needed – and must be delivered to the Baltimore office of Maryland Nonprofits by no later than Monday, October 2, 2006.

In-Kind Sponsorship Opportunities

(This may be an in-kind contribution or a cash payment equivalent to the cost of the following items. Quality/Quantity/Styles selected by Maryland Nonprofits for the conference)

~~Tote Bag Sponsor – \$2,500~~

SOLD!

Benefits:

- Company name and logo featured on one side of the tote bags (alongside Maryland Nonprofits' logo)
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Listing in the Annual Conference Brochure (**sponsorship commitment and payment must be received by September 15, 2006**)
- Complimentary exhibit space in the Vendor Marketplace
- Three (3) complimentary full day registrations
- Tote bag insert
- Right of first refusal for same sponsorship at Maryland Nonprofits' 2007 Conference

NOTE: 600 tote bags are needed. They can either be ordered by Maryland Nonprofits or by your place of business, but Maryland Nonprofits must approve tote bag selected

Conference Neck Wallet Name Tag Sponsor – \$2,000

Benefits:

- Company name and logo featured on the neck wallet name tags (alongside Maryland Nonprofits')
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Listing in the Annual Conference Brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Complimentary exhibit space in the Vendor Marketplace
- Two (2) complimentary lunch tickets
- Right of first refusal for same sponsorship at Maryland Nonprofits' 2007 Conference

NOTE: 600 convention neck wallets are needed. They can either be ordered by Maryland Nonprofits or by your place of business, but Maryland Nonprofits must approve choice.

Conference Folder Sponsor – \$1,750 (Two available)

Benefits:

- Company name and logo on the Conference Folders (alongside Maryland Nonprofits' logo)
- Recognition on Maryland Nonprofits' website pages promoting the Conference
- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Recognition on the list of sponsors included in each attendees conference packet
- Listing in the Annual Conference Brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Complimentary exhibit space in the Vendor Marketplace
- One (1) complimentary lunch ticket
- Right of first refusal for same sponsorship at Maryland Nonprofits' 2007 Conference

NOTE: 600 folders are needed. They can either be ordered by Maryland Nonprofits or by your business, but Maryland Nonprofits must approve folder selected

Conference Notepad Sponsor – \$1,000

SOLD!

Benefits:

- Company name and logo included on pads of paper (alongside with Maryland Nonprofits' logo)
- One (1) complimentary conference registration
- Listing in the Annual Conference Brochure **(sponsorship commitment and payment must be received by September 15, 2006)**
- Recognition on Maryland Nonprofits' website pages promoting the Conference

- Recognition on signage promoting sponsorship throughout the conference center the day of the conference
- Company name featured on the list of contributors and sponsors in each conference packet
- Right of first refusal for same sponsorship at Maryland Nonprofits' 2007 Conference

NOTE: 600 notepads are needed. They can either be ordered by Maryland Nonprofits or by your business, but Maryland Nonprofits must approve notepads selected.

All In-Kind Sponsorship materials must be delivered directly to Maryland Nonprofits' Baltimore office by no later than Monday, October 2, 2006.

The Maryland Association of Nonprofit Organizations is a 501 (c)(3) organization – donations to which are tax deductible to the fullest extent allowed by law. A copy of our current financial statement is available upon request by calling our office. Documents submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Secretary of State, State House, Annapolis, MD 21401 for the cost of copying and mailing.

Revised 7/27/06

Maryland Nonprofits

2006 Maryland Nonprofits Annual Conference Sponsorship Reply Form

Please complete and return this application to reserve the sponsorship of your choice for the Maryland Nonprofits 14th Annual Conference. Sponsorship commitments and full payment are due by no later than **September 15, 2006** to guarantee delivery of all applicable sponsorship benefits and placement in vendor marketplace.

Company Name

Name of Contact Person

Name of Person(s) attending (as s/he would like it to appear on name tag)

Address

City/State/Zip

Telephone/Fax

Email (required)

Website

Cash Sponsorship Opportunities:

We would like to reserve the following sponsorship opportunity:

- Presenting Sponsor – \$10,000 (or 2 @ \$6,000 each)
- Morning Plenary/Keynote Sponsor -- \$ 3,500 (1 available)
- Exhibit Hall Reception Sponsor – \$5,000
- Standards for Excellence Awards Sponsors – \$3,000 (1 available)
- Bookstore Sponsor -- \$2,500 (2 available)
- Registration Sponsor – \$2,250 (1 available)
- Morning Refreshment Break Sponsor – \$2,000 (1 available)
- Track Sponsors – \$1,750 (4 Available)
- General Corporate Sponsor – \$1,500 (several available)
- ~~Scholarship Sponsor—\$1,250 (SOLD)~~
- Tote bag inserts – \$600 (1 available)

In-Kind or Cash Sponsorships:

- ~~Tote Bag Sponsor—\$3,500 (SOLD)~~
- Conference Neck Wallet Sponsor – \$2,000 (Cash or In-Kind)
- Conference Folder Sponsor – \$1,500 (Cash or In-Kind) (2 available)
- ~~Conference Notepad Sponsor—\$1,000 (SOLD)~~

SUBTOTAL: \$_____

Additional Conference Registrations:

Name of Person(s) attending (as s/he would like it to appear on name tag)

Name of Person(s) attending (as s/he would like it to appear on name tag)

Name of Person(s) attending (as s/he would like it to appear on name tag)

Please note: There is an extra charge, \$125 (per person), for additional registrations. This charge includes a luncheon ticket and entry into the morning plenary. Unless your sponsorship benefits include a full days registration, you must pay the cost of a full day’s registration if you would like to attend any of the workshop sessions.

SUBTOTAL: \$_____

Exhibitor Area Only Registration

*The Exhibitor Area only registrations do **not** include entry into the morning plenary or any of the conference educational sessions.*

- Names of ALL persons staffing your booth must be received by August 2nd for FREE Exhibitor Area Only Registration.
- Names received between August 3 – September 22nd will be charged a \$25 per person fee for Exhibitor Area Only Registration.
- NO Exhibitor Area Only Registrations will be accepted between September 22nd and October 24th.
- Those that register on site on October 25th for the Exhibitor Area Only Registration will be charged \$40 per person and Exhibitor Area only registrations **WILL NOT** be available during peak attendee registration (7:30 – 10:00 a.m.).

SUBTOTAL: \$ _____

We need computer/electrical and/or A/V

Yes No

Please describe:

Maryland Nonprofits will contact you to coordinate these needs. You will be responsible for charges incurred.

.....
Mail form & Payment to:

.....
Maryland Nonprofits 2006 Annual Conference

.....
Attn: Trudy R. Jacobson

.....
8720 Georgia Avenue, Suite 303 or 190 W. Ostend Street, Suite 201

.....
Silver Spring, MD 20910

.....
Baltimore, MD 21230

.....
Or fax with credit card information to: (410) 727-1914
.....

The Maryland Association of Nonprofit Organizations is a 501 (c)(3) organization – donations to which are tax deductible to the fullest extent allowed by law. A copy of our current financial statement is available upon request by calling our office. Documents submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Secretary of State, State House, Annapolis, MD 21401 for the cost of copying and mailing

INSERT SUBTOTALS (form each section above)

Sponsorship \$ _____

Additional
Registration \$125 x _____ = \$ _____

Exhibitor Area
Only Registrations \$0 x _____ = \$ _____ (8/2/06)

\$25 x _____ = \$ _____ (9/22/06)

TOTAL AMOUNT DUE: \$ _____ (9/15/06)

Payment Information:

Total Due (from box on top) \$ _____

Deposit Enclosed \$ _____

Amount Due \$ _____

(Full Payment ***must*** be received by ***September 15, 2006***)

Payment Method

- Check Enclosed Bill Me
 Credit Card
 Visa MasterCard

Card Number: _____

Expiration Date: _____

Name as it appears on the Card (Please Print):

Signature:
