

MARYLAND NONPROFITS SPONSORSHIP OPPORTUNITIES

2024

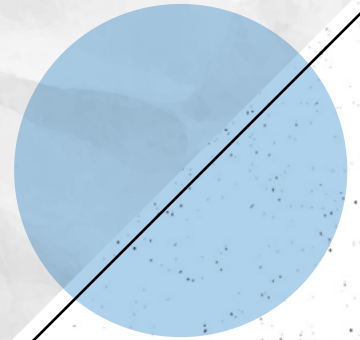


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With more than 1,700 members, we are one of the nation's largest non-profit associations. Our organization provides capacity-building services for our members, including consulting, training, advocacy, an annual conference, and the national Standards for Excellence program. We are also home to the Maryland Association of Resources for Families and Youth (MARFY) and Maryland Latinos Unidos (MLU).

From engaging virtual workshops to our highly anticipated in-person conference held in October, we offer a myriad of opportunities for involvement. We are confident that within our sponsorship tiers, you'll discover a level that perfectly aligns with your goals, allowing you to effectively reach your target audience while seamlessly integrating with your business objectives. Join us in making a tangible impact within the nonprofit community and beyond.

OUR AUDIENCE INCLUDES



29,000

SOCIAL MEDIA FOLLOWERS



14,000

EMAIL SUBSCRIBERS



24,000

MONTHLY WEBSITE VISITORS



1,778

**MARYLAND NONPROFITS
MEMBER ORGANIZATIONS**



MARYLAND NONPROFITS SPONSORSHIP OPPORTUNITIES

YEAR-ROUND AMBASSADOR SPONSORSHIP



\$25,000

BENEFITS:

Maryland Nonprofits' Associate Membership

ONE YEAR

Marketing Opportunities:

- Member Weekly Update Highlight
ONCE A MONTH FOR THREE MONTHS
- Two blog posts on Maryland Nonprofits' website and promotion on social media
- Lunch & Learn opportunity
30-60 MINUTE SESSION

Sponsor recognition at the following Maryland Nonprofits' signature events:

- Annual Conference sponsorship
OCTOBER 29 | LEADER LEVEL
\$5,000

- Recognition on signage displayed during conference
- Inclusion of promotional item in attendee tote bags
- Recognition on conference marketing materials
- Recognition on conference webpage

- Recognition on audiovisual screen during mainstage events
- Recognition in general “Thank you to our sponsors” email
- Sponsorship listing and rotating banner in conference app
- Make brief remarks and introduce a workshop speaker
- One conference exhibit table
- 2 regular registrations
- 2 exhibitor registrations

➤ **Legislative Preview Sponsor**

VIRTUAL EVENT

- Logo on all event-related mass media/social media marketing (including email blasts)

➤ **Member Appreciation events**

EARLY SUMMER AND DECEMBER

CELEBRATE THE SECTOR SPONSORSHIP
\$1,500 FOR EACH EVENT

- Premium recognition on signage during the event
- Option to have an exhibit table during the event
- Dedicated post recognizing your support on Maryland Nonprofits’ social media pages
- Receive acknowledgment during Membership Director or CEO event remarks
- Premium recognition in emails promoting the event
- Premium recognition on Maryland Nonprofits website

➤ **MARFY Youth Achievement Awards**

SEPTEMBER 26, 2024

THE MEETING HOUSE, COLUMBIA, MD

GOLD LEVEL SPONSOR
\$3,000

- Logo on printed and audiovisual materials at event
- Priority table seating for four guests
- Logo on all event-related mass media/social media marketing (including email blasts)
- Half-Page Ad in printed event program
- Logo on event banner on Maryland Nonprofits homepage

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



TUESDAY, OCTOBER 29, 2024

Maritime Conference Center, Linthicum Heights, MD

Maryland Nonprofits' Annual Conference sponsorships offer simple and effective ways for your company or organization to connect with your target audience, network with nonprofit leaders, increase awareness of your services, and build brand recognition.

At #MANOAC24, expect to engage with a diverse array of professionals representing public, private, and government sectors. With over 300 attendees, including associates, managers, directors, executive directors, family-serving professionals/advocates, faith-based providers, case managers, consultants, and industry supporters, the conference promises a rich array of connections and insights.

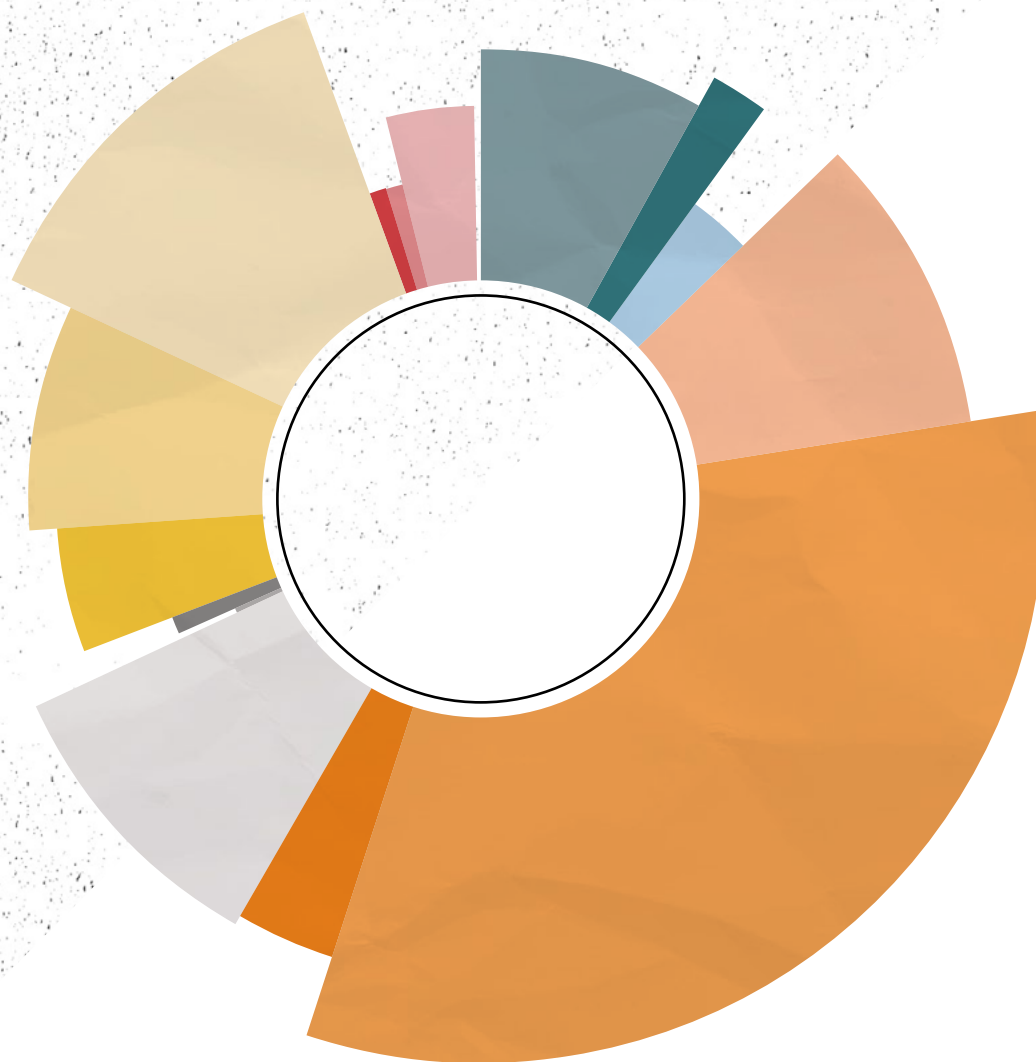
Don't miss out on this chance to maximize your impact and leverage our exceptional conference offerings. Secure your sponsorship today and position yourself for success at #MANOAC24!


















SPONSORSHIP BENEFITS	HEADLINE \$20,000	PRESENTING \$15,000	PREMIER \$10,000	SCHOLARSHIP \$6,000	LEADER \$5,000	TOTE BAG \$3,500 (1 available)	LANYARD \$2,800 (1 available)	COFFEE \$2,500	PARTNER \$2,000	SECTOR SUPPORTER \$500
Special benefits	Naming rights to plenary session. Introduce keynote speaker and make brief remarks.	Naming rights to afternoon keynote / panel presentation in auditorium. Introduce program and make brief remarks	Naming rights to Standards for Excellence Awards Ceremony. Make brief remarks and be recognized by the event M.C.	Provide conference registration scholarships to those who could otherwise not afford to attend! Be recognized in scholarship application and award notification emails.	Get visibility while demonstrating your support of nonprofit organizations! Make brief remarks to introduce a workshop session speaker.	Display your logo on the tote bags given to each in-person conference attendee.	Display your logo on the name badge lanyards given to each in-person conference attendee.	Naming rights to a coffee break in the conference agenda. Your logo and "sponsored by" recognition on refreshment station signage during a coffee break.	Increase your visibility and super-charge your presence as an exhibitor.	Demonstrate your support for Maryland's nonprofit sector!
Maryland Nonprofits' membership	●	●	●	●	●					
Recognition in a dedicated 'thank you to our sponsor' e-blast	●									
Recognition in a dedicated 'thank you to our sponsor' social media post	●	●								
Present an 'Ask the Expert' session to conference attendees, showcasing your knowledge	●	●								
Recognition on signage displayed during conference	● Premium	● Premium	● Premium	●	●					
Inclusion of promotional item in attendee tote bags	●	●	●	●	●	●	●	●		
Recognition on conference marketing materials	● Premium	● Premium	● Premium	●	●	●	●	●	●	
Recognition on conference webpage	●	●	●	●	●	●	●	●	●	●
Recognition on audiovisual screen during mainstage events	● Premium	● Premium	● Premium	●	●	●	●	●	●	
Recognition in general "Thank you to our sponsors" email	● Premium	● Premium	● Premium	●	●	●	●	●	●	●
Sponsorship listing and rotating banner in conference app	●	●	●	●	●	●	●	●	●	●
Make brief remarks and introduce a workshop speaker	●	●	●	●	●					
Exhibit tables and registrations	● Exhibit table ● 8 registrations ● 2 exhibitor registrations	● Exhibit table ● 6 registrations ● 2 exhibitor registrations	● Exhibit table ● 4 registrations ● 2 exhibitor registrations	● Exhibit table ● 2 registrations ● 2 exhibitor registrations	● Exhibit table ● 2 registrations ● 2 exhibitor registrations	● Exhibit table ● 2 exhibitor registrations	● Exhibit table ● 2 exhibitor registrations	● Exhibit table ● 2 exhibitor registrations	● Exhibit table ● 2 exhibitor registrations	● 1 conference registration

WHO'S COMING?

Maryland Nonprofits 2023 Conference Attendees



	Administration/HR	8.3%
	Advocacy/Policy	1.8%
	Board Member	2.8%
	Consultant	9.8%
	Executive Director/CEO	32.4%
	Finance	3.4%
	Fundraising	9.8%
	Intern/Volunteer	0.3%
	Legal	0.9%
	Marketing/Communications	4.6%
	Other	8.0%
	Program	12.5%
	Technology	0.9%
	Student	0.9%
	Vendor/Exhibitor	3.7%



Post-Conference Networking Reception Sponsor

\$3,000

Get exclusive exposure to attendees by sponsoring the conference's culminating event, a networking reception at the Maritime Institute on October 29!

BENEFITS:

- Be introduced and make brief remarks during the reception
- Logo on signage at reception entrance and tables
- 10 complimentary guest passes to the reception
- Exhibit table and 2 exhibitor pass registrations | OCT. 29 ONLY
- Name and logo on conference webpage
- Logo on onsite conference signage and promotional materials
- Logo on PowerPoint during major program events
- Sponsorship listing and rotating banner in conference app



A La Carte Options

\$750

- Sponsor a raffle, contest, or game during the conference, hosted via the conference app

\$500

- Add item to conference tote bag (promotional item, coupon, etc.)

ANNUAL CONFERENCE EXHIBITOR OPPORTUNITIES



Showcase your products and services to an audience of hundreds of nonprofit leaders and decision-makers with an exhibit table at #MANOAC24! Exhibitors will have hours of facetime with conference attendees, including networking sessions, lunch, coffee breaks, and dedicated exhibit hall time. Exhibitors will also receive a virtual exhibit booth in the conference app. Nonprofit organizations that are Maryland Nonprofits members can exhibit at a reduced rate.

EXHIBITOR BENEFITS	FOR-PROFIT EXHIBITOR: \$1,600
	NONPROFIT EXHIBITOR: \$1,000
Exhibit table (5ft x 2ft) with two chairs and a black tablecloth. Wifi included and access to electricity upon request.	•
2 exhibitor registrations	•
Recognition on conference webpage	•
Recognition on audiovisual screen during mainstage events	•
Recognition on exhibitor signage displayed during event	•
Virtual exhibitor booth in the conference app	•

#MANOAC23 SPONSORS AND EXHIBITORS

Advance Business Systems

Advancement Designs

APPI

Arc Baltimore, The

Benefit Mall

Bookminders

Chesapeake Employers'
Insurance Co.

DP Solutions

Employ Prince George's

Foundant Technologies

Frost Law

fusionSPAN

Goldin Group/Topline

Gorges & Co.

Gryphon Consulting

Jani Consulting Services

Maryland Department of Housing and
Community Development

Maryland Health Connection

Maryland Information Network,
211 MD

Marylanders to Prevent
Gun Violence

Mutual of America

Needworking

Park Heights Renaissance

PNI•HCM

RBW Strategy

Redstart Creative

Silverstreet Fundraising

Stevenson University Online

Strategic Factory

Strategic Tax Planning

University of Baltimore

University of Maryland,
Baltimore Graduate Schools

Keep in mind: We are happy to customize our sponsorships to fit your needs.
Please contact Rachel Mygatt at rmygatt@mdnonprofit.org.

VIRTUAL LEARNING

 **\$550**

PROGRAM SPONSOR

Maryland Nonprofits' annual calendar of events offers approximately 25 to 30 expert-led training programs covering topics such as board governance and nonprofit budgeting.

BENEFITS:

- Acknowledged as program sponsor during program introduction.
- Company logo on all pre-event marketing materials including webpage and weekly update newsletter.

LEGISLATIVE PREVIEW



\$1,000

VIRTUAL EVENT | JANUARY 2025

EVENT SPONSOR

BENEFITS:

- Logo placement in the event PowerPoint presentation, promotional emails and registration materials
- Acknowledgment during the program introduction



Senator Cory V. McCray
District 45



**Deputy Legislative Officer
Bradley Fallon**
Governor Moore's Legislative
Office



Delegate Joseline Peña-Melnyk
House of Delegates Health and
Government Operations Committee

MEMBER APPRECIATION EVENTS



SUMMER APPRECIATION EVENT

JUNE 12, 2024 | 5:00 P.M. - 7:30 P.M.

**at The Union Mill Courtyard,
1500 Union Avenue, Baltimore, MD**



HOLIDAY APPRECIATION EVENT

DECEMBER 2024

Date and location TBD

Join us in showing support for Maryland's nonprofit sector by sponsoring our annual member appreciation events. You can choose to support our lively summer gathering or our festive holiday season networking event, both dedicated to celebrating the remarkable efforts of our 1,700 members and their invaluable contributions to their communities.

These occasions offer excellent opportunities to forge new connections and honor the impactful work carried out by our state's nonprofits throughout the year. Make a difference and be part of our mission to recognize and uplift Maryland's nonprofit community!



SPONSORSHIP LEVELS

➤ Member Appreciation Sponsorship | **\$3,000**

- Named as a co-host of the event
- Make brief welcome remarks during the event (2-3 minutes)
- Option to have an exhibit table during the event
- Dedicated post recognizing your support on Maryland Nonprofits' social media pages
- Premium recognition on signage during the event
- Premium recognition in emails promoting the event
- Premium recognition on Maryland Nonprofits website

➤ Celebrate the Sector Sponsorship | **\$1,500**

- Premium recognition on signage during the event
- Option to have an exhibit table during the event
- Dedicated post recognizing your support on Maryland Nonprofits' social media pages
- Receive acknowledgment during Membership Director or CEO event remarks
- Premium recognition in emails promoting the event
- Premium recognition on Maryland Nonprofits website

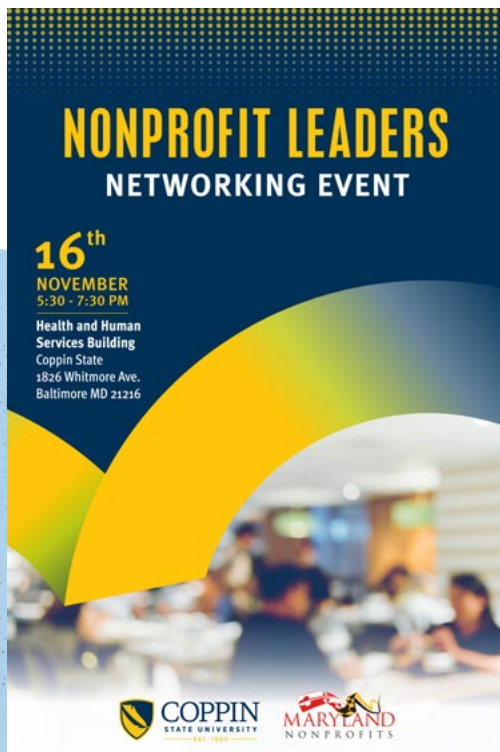
➤ Member Supporter Sponsorship | **\$500**

- Recognition on event signage
- Recognition in emails promoting the event
- Recognition on Maryland Nonprofits website

BALTIMORE NETWORKING EVENTS

 **\$1,000**

IN-PERSON



EVENT SPONSOR

Elevate your brand's presence and impact by sponsoring our exclusive Baltimore City networking events. Experience a range of benefits from increasing your brand visibility to demonstrating corporate social responsibility and fostering valuable connections within the community.

BENEFITS:

- Premium recognition on signage during the event
- Option to have an exhibit table during the event
- Dedicated post recognizing your support on Maryland Nonprofits' social media pages
- Receive acknowledgment during event introduction remarks
- Premium recognition in emails promoting the event
- Premium recognition on Maryland Nonprofits website



STANDARDS FOR EXCELLENCE

SPONSORSHIP OPPORTUNITIES

LICENSED CONSULTANT TRAINING SUPPORTER



Sponsor the annual Licensed Consultant Training program, from November 18-20, 2024, at The Royal Sonesta Hotel in Baltimore, Maryland. This is a three-day comprehensive training program for 30 nonprofit leaders from around the country.

BENEFITS:

- 2-minute welcome remarks
- Company logo on marketing materials, webpage, and onsite signage



EDUCATIONAL RESOURCE PACKET SPONSOR



\$500

PER PACKET | ONE YEAR

BENEFITS:


- Logo placement on cover page





MARYLAND LATINOS UNIDOS (MLU)

SPONSORSHIP OPPORTUNITIES



Maryland Latinos Unidos (MLU) is a statewide network of 300+ nonprofits, businesses, and individuals who support Latino and immigrant communities. MLU exists to call attention to the disparities and inequities faced by Latino and immigrant communities.

We work within and with the Latino/Hispanic community in Maryland by supporting Latino-serving nonprofits, convening around public policy priorities, and working together in common cause.

We support Latino-serving nonprofits by providing low-fee or free technical assistance in leadership, development and fundraising strategies, grants writing, strategic planning, meeting facilitation, communications, social media storytelling, coalition building and advocacy training.

PEOPLE'S ISSUE PRIORITIES BREAKFAST SERIES

Maryland Latinos Unidos (MLU) is a statewide network of organizations, businesses, and individuals who support Latino and immigrant communities. We work within and with the Latino/Hispanic community in Maryland by supporting Latinoserving nonprofits, convening around public policy priorities, and working together in common cause.

The MLU People's Issue Priorities 2024 is a breakfast series of four regional events designed to raise awareness about the challenges faced by the Latine community across Maryland. These events aim to facilitate discussions on crucial topics and foster networking among key stakeholders. MLU will document the outcomes of each session. Our strategic objectives for 2024-2026 are to build a leadership pipeline, strengthen our communities' infrastructure, and create awareness through advocacy and policy recommendations.

We invite you to support the 2024 People's Issue Priorities Series. It will be instrumental in shaping the future of the Latine community in Maryland. By partnering with us, you will be contributing to a movement that seeks not only to address current challenges but also to pave the way for a brighter, more equitable future.

PEOPLE'S ISSUE PRIORITIES BREAKFAST SERIES

EVENT DETAILS



INVESTING IN OUR YOUTH: A FOCUS ON EDUCATION

MARCH 2024

**Montgomery County Community College
(MCCC) | Germantown**



A FOCUS ON INVESTMENT FOR LATINE ECONOMIC GROWTH

SEPTEMBER 2024

Howard County Community College (HCC)



HEALTH EQUITY: A FOCUS ON ACCESS AND SERVICE

JUNE/JULY 2024

Baltimore County Loyola University



REPRESENTATION MATTERS: A FOCUS ON LEADERSHIP AND PROFESSIONAL DEVELOPMENT

DECEMBER 2024

Annapolis | Anne Arundel Community College (AACC)

For more information about MLU's People's Issue Priorities Series, or to purchase a sponsorship opportunity, contact Dr. Gabriela D. Lemus, Executive Director, at glemus@mdlatinosunidos.org.

SPONSORSHIP BENEFITS	COMMUNITY PARTNER \$20,000 - \$30,000	COMMUNITY ALLY \$10,000 - \$19,999	COLEGAS \$5,000 - \$9,999	ADVOCATE \$1,500 - \$5,000	AMIGO \$500 - \$1,499
Logo on promotional materials	All 4 events	All 4 events	At 1 event	At 1 event	At 1 event
VIP access	All 4 events	All 4 events	At 1 event		
Guest passes at all events	Priority Seating for 10	Priority Seating for 5	3 guest passes		
Logo and website linked on MLU site	●	●	●	●	●
Featured in monthly newsletter	Full Page Ad all newsletters	Half Post Ad all newsletters	Logo and link in 1 newsletter	Logo and link in 1 newsletter	
Featured in annual report	●	●	●	●	●
Featured in social media	Full Page Ad	Half Page Ad	Half Page Ad	Half Page Ad	
Sponsor materials destributed at tables	●	●	●		
Speaking opportunitiy at MLU hosted event	●	●			
1-Year Membership to MLU	●	●	●	●	●

- Individual tickets for the event will be available for purchase at a cost of \$50.00 per person, early bird \$35.00 per person, per event. A full package of 4 tickets will be available at a discounted cost of \$140.00 for the series package.

PEOPLE'S POLICY SERIES

SPONSOR



\$250

PER SESSION

OR

\$2,500

ENTIRE SERIES (12 SESSIONS)

Each month, MLU Executive Director and series moderator Dr. Gabriela Lemus hosts one or more guests to discuss a topic of relevance to the Latino community in Maryland – and nationwide. This interactive virtual event is presented in English and open to the public on the fourth Thursday of each month from 9 AM to 10 AM EST. The average attendance is 50 participants.

BENEFITS:

- Logo on all dedicated promotional emails
- Logo on registration page
- Acknowledgement of sponsor by Dr. Gabriela Lemus
- Full-series sponsors have an opportunity to introduce their company for two minutes at the beginning of two sessions



CAFECITO VIRTUAL SPONSOR



\$150

PER SESSION

OR

\$2,000

ENTIRE SERIES (12 SESSIONS)

Cafecito Virtual is a Spanish-language interview pod- cast series about the Latino community in Maryland. Recorded monthly and published to YouTube and social media (Facebook, Twitter, Instagram).

BENEFITS:

- Logo on all dedicated promotional emails
- Logo on introductory frame of video
- Logo and “Sponsored by” on final frame of video
- Acknowledgement of sponsor by Dr. Gabriela Lemus





CONTACT US


For assistance with sponsorship and exhibitor opportunities, contact Dr. Gabriela Lemus, Executive Director, at glemus@mdlatinosunidos.org or Yuliana Macey, Event Support at ymacey@mdlatinosunidos.org or 443-333-0129.

Mailing address: Maryland Latinos Unidos (MLU) c/o Maryland Nonprofits, 1500 Union Avenue, Suite 2500 Baltimore, MD 21211



MARYLAND ASSOCIATION OF RESOURCES FOR FAMILIES AND YOUTH (MARFY)

SPONSORSHIP OPPORTUNITIES 2024



The Maryland Association of Resources for Families and Youth (MARFY) is a membership organization comprised of statewide private providers who offer programs and services to youth and families within the child welfare system.

Our 27 member agencies serve as subject matter experts and provide a myriad of programs that include therapeutic group homes, therapeutic foster care, residential treatment centers, and independent living programs (including pregnant/parenting teen moms).

YOUTH ACHIEVEMENT AWARDS



THURSDAY, SEPTEMBER 26, 2024
The Meeting House in Columbia, Maryland


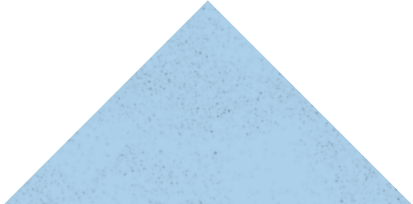
For over 50 years, the Maryland Association of Resources for Families and Youth (MARFY) has passionately supported the inherent greatness within every young person. This greatness deserves recognition and celebration, even in the face of adversity.

MARFY's annual Youth Achievement Awards (YAA) event has served as a beacon of positivity, illuminating the hard work, progress, and remarkable achievements of the young people we serve. The YAA is not just another awards night; it is a heartfelt celebration of triumph over adversity, a tribute to resilience, and a showcase of the limitless potential of our youth.

We invite you to join this momentous occasion from 6:00 p.m. to 9:00 p.m. on Thursday, September 26, 2024, at The Meeting House in Columbia, Maryland.

Your generous support will highlight our youth's accomplishments and benefit MARFY's steadfast advocacy and dedication to building the tools and resources necessary for youth to complete their journey toward becoming healthy, happy, and successful adults.

For more information about the Youth Achievement Awards, or to purchase a sponsorship opportunity, contact Rachel Mygatt, rmygatt@mdnonprofit.org.

SPONSORSHIP BENEFITS	PLATINUM \$5,000+	GOLD \$3,000	SILVER \$1,500	BRONZE \$750
Logo on printed and audiovisual materials at event	●	●	●	●
Priority table seating	Priority table for 8	Priority table for 4	1 priority seat	1 priority seat
Logo on all event-related mass media/social media marketing (including email blasts)	●	●	●	
Ad profile in printed event program	Full-page ad	Half-page ad	Quarter-page ad	
Logo on event banner on Maryland Nonprofits homepage	●	●		
Premium recognition on Maryland Nonprofits and MARFY social media pages	●			
Premium recognition as top donor on all event materials	●			
Opportunity to make brief remarks during event	●			

ABOUT MARYLAND NONPROFITS

Maryland Nonprofits is the statewide association for Maryland's 37,000-strong nonprofit sector and is also the home of the national Standards for Excellence Institute, Maryland Latinos Unidos, and the Maryland Association of Resources for Families and Youth (MARFY). Founded in 1992, this dynamic network advances equitable public policy, strengthens the capacity of nonprofit organizations, and builds collaboration and networks for greater quality of life and equity.

TERMS & CONDITIONS

Payment

Sponsorship is available on a first-come, first-served basis. Payment in full is due 30 days from submission of completed sponsor registration form, unless additional terms are negotiated with Maryland Nonprofits. Sponsorship fees are non-refundable.

Receipt of benefits

All information requested of the annual conference sponsors by Maryland Nonprofits to fulfill benefits must be received by September 1, 2024. The Sponsor will receive instructions for submitting this information upon receipt of the sponsorship form and payment. Information submitted to Maryland Nonprofits will be considered complete and final. Maryland Nonprofits is not responsible for typographical, grammatical, or other errors in the information submitted by the Sponsor.

Deductibility for sponsoring gifts

Maryland Nonprofits is a 501(c)(3) nonprofit organization, donations to which are fully deductible as allowable by law on all solicitations.

The estimated fair market value of the goods or services provided in return for each sponsorship will be based on the number of conference registrations provided with the sponsorship. Each sponsor will receive a sponsorship acknowledgment letter that fully outlines fair market value information required for tax purposes.

Force majeure

Maryland Nonprofits shall not be held responsible for any loss, damage, or delay due to occurrence of any circumstances beyond the control of Maryland Nonprofits, such as acts of God, war, government regulations,

disaster, strikes, civil disorder, curtailment of transportation facilities, public health disaster including an epidemic or pandemic (i.e., Covid-19 and variants of Covid-19), and interruption of basic infrastructure including internet access, or acts resulting in disruption of electric power, to the extent that such circumstances make it legal or impossible to conduct the conference.

Disclosure

A copy of our current financial statement is available upon request by contacting Maryland Nonprofits at 1500 Union Avenue, Ste. 2500, Baltimore, MD 21211 or 410-727-6367. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State, 16 Francis St., Annapolis, MD, 21401 for the cost of copying and postage.



CONTACT US

For assistance with sponsorship and exhibitor opportunities, contact Rachel Mygatt, Program Manager, at 443-438-2343 or rmygatt@mdnonprofit.org.

Mailing address:

Maryland Nonprofits, 1500 Union Avenue, Suite 2500, Baltimore, MD 21211

www.marylandnonprofits.org