



## WHY SPONSOR THE COUNCIL ON FOUNDATIONS' ANNUAL CONFERENCE?

Sponsorship is one of the best ways to brand your organization as a thought leader and to highlight your commitment to advancing the philanthropic sector. As a sponsor, you will be able to:

- **Connect with industry decision makers.** With over 1,000 attendees, the Council's conference is the sector's place to be heard and seen. The Council represents organizations with combined assets of over \$210 billion and approximately \$15 billion in giving.
- **Showcase your organization's expertise** at a world-class conference. The conference provides high-quality opportunities for attendees to learn, connect, and share with their peers.
- **Demonstrate your leadership.** As we focus on the essential role that philanthropy plays in society, share with your colleagues the topics and work you care deeply about.

We hope you'll join us as a sponsor. Together, we'll make this the best Council conference yet!

## SPONSORSHIP PACKAGES

In addition to our thanks, Annual Conference sponsors receive an array of unique benefits and promotional opportunities. No matter your philanthropic goals or giving ability, there is a sponsorship level that meets your parameters. View sponsorship benefits by level on pages 11-13.

## HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis. To learn more about how to become a 2017 Annual Conference sponsor, contact Paula Wolferseder Yabar, Senior Vice President, at 703-879-0744 or [Paula.Yabar@cof.org](mailto:Paula.Yabar@cof.org).



## PLENARIES

### Monday Opening Plenary - \$200,000

- Acknowledgement from the podium at the Opening plenary session
- Opportunity to introduce keynote speaker of the Opening plenary session
- Stand-alone signage at conference hotel
- Recognition on every page of the Conference website
- Opportunity to create a welcome video for the conference
- Opportunity to co-host a “thought leadership” salon in 2017 with Council President and CEO
- Opportunity to create a **#ReasonsForHope** campaign video to be shown alongside others at *Celebrating #ReasonsForHope* on Sunday, April 23<sup>rd</sup>
- Full-page ad welcoming attendees to the conference in the printed program
- Seven (7) full conference complimentary registrations
- All other benefits bestowed at the Visionary Partner level

### Tuesday Plenary - \$150,000

- Acknowledgement from the podium at Tuesday plenary
- Opportunity to introduce keynote speaker for the session
- Opportunity to develop a joint op-ed with Council CEO
- Recognition of sponsor in Council CEO’s conference remarks
- Opportunity to place publication in on-site distribution bin
- Half-page ad in the printed program
- Six (6) full conference complimentary registrations
- All other benefits bestowed at the Strategic Partner level

### Wednesday Closing Plenary - \$150,000

- Acknowledgement from the podium at the Closing plenary
- Opportunity to introduce keynote speaker for the session
- Opportunity to develop a joint op-ed with Council CEO
- Recognition of sponsor in Council CEO’s conference remarks
- Opportunity to place publication in on-site distribution bin
- Half-page ad in the printed program
- Six (6) full conference complimentary registrations
- All other benefits bestowed at the Strategic Partner level



### **LEADERSHIP IN ACTION SERIES (3 SESSIONS)**

This series provides attendees direct access to current, distinguished thought leaders who are shaping global social change through bold ideas and decisive action. Framed around three issue areas of the conference, the series of talks brings philanthropic leaders together to network, learn, and share information - that can ultimately reinvigorate and inspire their own individual leadership.

Past Leadership in Action Series speakers have included:

- Cornell William Brooks – President and CEO of the National Association for the Advancement of Colored People (NAACP)
- Mary Robinson – former President of Ireland and former United Nations High Commissioner for Human Rights
- Arthur Brooks – President of the American Enterprise Institute
- Maria Teresa Kumar – CEO and President, Voto Latino
- Shiza Shahid – Co-Founder of the Malala Fund, Advocate, and Social Entrepreneur
- Kwame Anthony Appiah – Professor of Philosophy, Law, New York University
- Sir Richard Branson – Founder, Virgin Group

#### **Leadership in Action Series Session - \$50,000 each or \$125,000 for entire series**

- Acknowledgement from the podium at the Leadership in Action Series Session
- Inclusion in digital newsstand featuring a thumbnail image of a publication cover
- Digital ads in day of conference emails to attendees and on the Council's Philanthropy Exchange, our private online network
- Four (4) full conference complimentary registrations
- All other benefits bestowed at the Supporting Partner level



## RECEPTIONS, DINNERS & NETWORKING – SUNDAY, APRIL 23<sup>rd</sup>

### ***Celebrating #ReasonsForHope - \$75,000***

- Acknowledgement from the podium at #ReasonsForHope Celebration on Sunday evening
- Opportunity to showcase the foundation's work and grantee stories on-site in conference common area
- Quarter-page ad in the printed program
- Five (5) full conference complimentary registrations
- All other benefits bestowed at the Leadership Partner level

### **First-time Attendee Welcome Reception - \$10,000**

- Recognition as official sponsor of First-time Attendee Welcome Reception
- Two (2) full conference complimentary registrations
- 50-word organization description featured on Sponsors page of the conference website
- Organization name featured on Council Supporters page on Council website with link to organization homepage
- All other benefits bestowed at the Resource Partner level



## RECEPTIONS, DINNERS & NETWORKING – MONDAY, APRIL 24<sup>th</sup>

### Evening Networking Reception at the Perot Museum of Nature and Science - \$100,000

- Stand-alone signage at Networking Reception venue
- Opportunity to showcase the foundation’s work and grantee stories on-site in conference common area
- Quarter-page ad in the printed program
- Five (5) full conference complimentary registrations
- All other benefits bestowed at the Strategic Partner level

**SOLD**

### Speed Networking Session - \$15,000

- Recognition as official sponsor of speed networking session
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app
- All other benefits bestowed at the Session Partner level

### Buses to Evening Networking Reception - \$5,000

- Logo featured on bus signage
- One (1) full conference complimentary registration
- Organization name featured in conference marketing campaign
- Social media promotion through the Council’s channels prior to and on-site at the conference
- Logo featured in the on-site program and mobile app
- Advance registration list and post-conference attendee list
- All other benefits bestowed at the Partner level



## RECEPTIONS, DINNERS & NETWORKING – TUESDAY, APRIL 25<sup>th</sup>

### Evening Global Dinner -- \$100,000 (or 2 Sponsorships of \$50,000)

- Stand-alone signage at Global Dinner venue
- Opportunity to showcase the foundation's work and grantee stories on-site in conference common area
- Quarter-page ad in the printed program
- Five (5) full conference complimentary registrations
- All other benefits bestowed at the Strategic Partner level

### Evening Public Policy Dinner -- \$25,000

- Stand-alone signage at Public Policy Dinner venue
- Opportunity to showcase the foundation's work and grantee stories on-site in conference common area
- Quarter-page ad in the printed program
- Three (3) full conference complimentary registrations
- All other benefits bestowed at the Supporting Partner level



## MEALS & REFRESHMENT BREAKS

### Monday Networking Lunch - \$25,000

- Logo featured on-screen during lunch
- Invitation to invite-only Council-hosted networking reception
- Three (3) full conference complimentary registrations
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level

### Monday Kickoff Breakfast - \$25,000

- Logo featured on-screen during breakfast
- Invitation to invite-only Council-hosted networking reception
- Three (3) full conference complimentary registrations
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level

### All Conference Refreshment Breaks - \$25,000

- Logo featured on signage at refreshment stations
- Invitation to invite-only Council-hosted networking reception
- Three (3) full conference complimentary registrations
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level

### Tuesday Breakfast - \$15,000

- Logo featured on-screen during breakfast
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app
- All other benefits bestowed at the Session Partner level

### Wednesday Breakfast - \$15,000

- Logo featured on-screen during breakfast
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app
- All other benefits bestowed at the Session Partner level



## PRECONFERENCES

### Diversity, Equity and Inclusion - \$25,000

- Recognition as official sponsor of preconference session
- Four (4) full conference & sponsored preconference complimentary registrations
- Digital ads in day of conference emails to attendees
- All other benefits bestowed at the Supporting Partner level

### Grantmaking into Latin America: Regulatory Challenges, Strategic Partnerships, and Emerging Opportunities - \$50,000 **SOLD**

- Recognition as official sponsor of preconference session
- Four (4) full conference & sponsored preconference complimentary registrations
- Digital ads in day of conference emails to attendees
- All other benefits bestowed at the Supporting Partner level

### Immigration: How Do We Make It Work? - \$50,000

- Recognition as official sponsor of preconference session
- Four (4) full conference & sponsored preconference complimentary registrations
- Digital ads in day of conference emails to attendees
- All other benefits bestowed at the Supporting Partner level

### Rural Philanthropy Preconference - \$25,000

- Recognition as official sponsor of preconference session
- Three (3) full conference & sponsored preconference complimentary registrations
- Invitation to invite-only Council-hosted networking reception
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level

### Philanthropy and Democracy - \$25,000

- Recognition as official sponsor of preconference session
- Three (3) full conference & sponsored preconference complimentary registrations
- Invitation to invite-only Council-hosted networking reception
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level

### CCFE Fundamentals Course - \$25,000

- Recognition as official sponsor of the course offering
- Three (3) full conference complimentary registrations
- Invitation to invite-only Council-hosted networking reception
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level





## TRACKS

### Vibrant Communities

A truly vibrant community thinks holistically about the kinds of opportunities afforded its residents. This programming will place special emphasis on how funders may address:

- **Civility**
- **Culture**
- **Economic Development**
- **Food and Water**
- **Health (Taken!)**

#### Vibrant Communities Track Lead Sponsor - \$50,000

- Recognition as lead sponsor at each session in sponsored track
- Four (4) full conference complimentary registrations
- Digital ads in day of conference emails to attendees
- All other benefits bestowed at the Supporting Partner level

#### Vibrant Communities Topic Sponsor - \$25,000 (1 SOLD)

- Recognition as sponsor at each session in sponsored area (listed above)
- Three (3) full conference complimentary registrations
- Invitation to invite-only Council-hosted networking reception
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level

### Philanthropic Practice

This programming will equip participants with the resources, tools and connections needed to effectively “Lead Together.” This track will focus on five important areas:

- **Leadership**
- **Partnerships**
- **Laws and Regulations**
- **Private Capital**
- **Data**

#### Philanthropic Practice Track Lead Sponsor - \$50,000

- Recognition as lead sponsor at each session in sponsored track
- Four (4) full conference complimentary registrations
- Digital ads in day of conference emails to attendees
- All other benefits bestowed at the Supporting Partner level

#### Philanthropic Practice Topic Sponsor - \$25,000

- Recognition as sponsor at each session in sponsored area (listed above)
- Three (3) full conference complimentary registrations
- Invitation to invite-only Council-hosted networking reception
- Logo featured on on-site signage recognizing major sponsors
- All other benefits bestowed at the Contributing Partner level



## SESSIONS & OTHER SUPPORT

### Vibrant Communities Concurrent Sessions - \$10,000 each

- Recognition as session sponsor at sponsored session
- Two (2) full conference complimentary registrations
- 50-word organization description featured on Sponsors page of the conference website
- Organization name featured on Council Supporters page on Council website with link to organization homepage
- All other benefits bestowed at the Resource Partner level

### Philanthropic Practice Concurrent Sessions - \$10,000 each

- Recognition as session sponsor at sponsored session
- Two (2) full conference complimentary registrations
- 50-word organization description featured on Sponsors page of the conference website
- Organization name featured on Council Supporters page on Council website with link to organization homepage
- All other benefits bestowed at the Resource Partner level

### Site Sessions (3) - \$7,500 each **2 SOLD**

- Recognition as session sponsor at sponsored session
- One (1) full conference complimentary registration
- One (1) day-only complimentary pass
- Organization name featured on Council Supporters page on Council website with link to organization homepage
- All other benefits bestowed at the Resource Partner level

### Learning Labs - \$6,000 (@7) each (6 remaining; **1 SOLD**)

- One (1) full conference complimentary registration
- One (1) day-only complimentary pass for speaker
- Organization name featured in conference marketing campaign
- Social media promotion through the Council's channels prior to and on-site at the conference
- Logo featured in the on-site program and mobile app
- Advance registration list and post-conference attendee list
- All other benefits bestowed at the Partner level

### General Support

- Benefits dependent on level of support.
- Minimum sponsorship level is \$2,500.



## CONFERENCE EXPERIENCE

### Technology Partner - \$50,000

- Recognition as official sponsor of technology at the conference, including Wi-Fi, mobile app, TechBar and TechByte sessions, headphones for classroom, and Tweet wall
- Promoted post recognizing sponsorship in mobile app
- Four (4) full conference complimentary registrations
- Digital ads in day of conference emails to attendees
- All other benefits bestowed at the Supporting Partner level

### Arts Partner - \$20,000 **SOLD**

- Recognition as official sponsor of arts at the conference
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app
- All other benefits bestowed at the Session Partner level

### Wellness Partner - \$15,000

- Recognition as official sponsor of wellness elements at the conference
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app

### Sustainability Partner - \$15,000

- Recognition as official sponsor of sustainability efforts at the conference, including water conservation, sustainable seafood and food waste, and carbon offsets
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app
- All other benefits bestowed at the Session Partner level

### Airline Partner - \$15,000 plus in-kind

- Recognition as official airline sponsor for the conference
- Two (2) full conference complimentary registrations
- Logo featured on scrolling slides at plenary sessions
- Web link featured in the mobile app
- All other benefits bestowed at the Session Partner level

## SPONSORSHIP BENEFITS

Benefit	Presenting Partners (\$200,000 or more)	Visionary Partners (\$125,000-\$199,999)	Strategic Partners (\$75,000-\$124,999)	Leadership Partners (\$50,000-\$74,999)	Supporting Partners (\$25,000-49,999)	Contributing Partners (\$15,000-\$24,999)	Session/ Reception Partners (\$10,000)	Site Session Partners (7,500)	Resource Partners (\$5,000)	Partner (\$4,999-\$2,500)
Stand-alone signage on site	✓									
Recognition on every page of the conference website	✓									
Opportunity to create a welcome video for the conference	✓									
Opportunity to co-host a “thought leadership” salon in 2017 with Council President and CEO <i>in a mutually agreed upon location</i>	✓									
Opportunity to create a #ReasonsForHope campaign video to be shown along with others at <i>Celebrating #ReasonsForHope</i>	✓									
Opportunity to develop a joint op-ed with Council President and CEO <i>on a mutually agreeable topic</i>	✓	✓								
Recognition of sponsor in Council President and CEO’s conference remarks	✓	✓								
Opportunity to place publication in dedicated on-site distribution bin	✓	✓								
Ad in the printed program <i>Ad must be approved by Council</i>	Full-page	Half-page	Quarter-page							

Benefit	Presenting Partners (\$200,000 or more)	Visionary Partners (\$125,000-\$199,999)	Strategic Partners (\$75,000-\$124,999)	Leadership Partners (\$50,000-\$74,999)	Supporting Partners (\$25,000-49,999)	Contributing Partners (\$15,000-\$24,999)	Session/ Reception Partners (\$10,000)	Site Session Partners (7,500)	Resource Partners (\$5,000)	Partner (\$4,999-\$2,500)
Opportunity to showcase the foundation's work and grantee stories on-site in conference common area	✓	✓	✓							
Acknowledgement from the podium at plenary session <b>If a plenary is sponsored</b>	✓	✓	✓							
Opportunity to introduce keynote speaker of plenary <b>If a plenary is sponsored</b>	✓	✓	✓							
Inclusion in digital newsstand featuring a thumbnail image of a publication cover	✓	✓	✓	✓						
Digital ads in day of conference emails to attendees and on Council's Philanthropy Exchange, private online network	✓	✓	✓	✓						
Invitation to invite-only Council-hosted networking reception	✓	✓	✓	✓	✓					
Logo featured on on-site signage recognizing major sponsors	✓	✓	✓	✓	✓					
50-word organization description featured in the mobile app	✓	✓	✓	✓	✓					
Logo featured on scrolling slides at plenary sessions	✓	✓	✓	✓	✓	✓				
Web link featured in the mobile app	✓	✓	✓	✓	✓	✓				

Benefit	Presenting Partners (\$200,000 or more)	Visionary Partners (\$125,000-\$199,999)	Strategic Partners (\$75,000-\$124,999)	Leadership Partners (\$50,000-\$74,999)	Supporting Partners (\$25,000-49,999)	Contributing Partners (\$15,000-\$24,999)	Session/ Reception Partners (\$10,000)	Site Session Partners (7,500)	Resource Partners (\$5,000)	Partner (\$4,999-\$2,500)
50-word organization description featured on Sponsors page of the conference website	✓	✓	✓	✓	✓	✓	✓			
Acknowledgement at the sponsored session <b>If a session is sponsored</b>	✓	✓	✓	✓	✓	✓	✓	✓		
Exposure in conference marketing campaign	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Social media promotion through the Council's channels prior to and on-site at the conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo featured in the on-site program and mobile app	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Advance registration list and post-conference attendee list	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Complimentary conference registrations	Seven (7) full	Six (6) full	Five (5) full	Four (4) full	Three (3) full	Two (2) full	Two (2) full	One (1) full + One (1) day-only	One (1) full + One (1) day-only	None (0)
Discounted rate of \$1,020 on additional registrations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Organization name featured in on-site program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo, organization name and web link featured on the sponsors page of the conference website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Organization name featured in mobile app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Benefit	Presenting Partners (\$200,000 or more)	Visionary Partners (\$125,000-\$199,999)	Strategic Partners (\$75,000-\$124,999)	Leadership Partners (\$50,000-\$74,999)	Supporting Partners (\$25,000-49,999)	Contributing Partners (\$15,000-\$24,999)	Session/ Reception Partners (\$10,000)	Site Session Partners (7,500)	Resource Partners (\$5,000)	Partner (\$4,999-\$2,500)
Sponsor ribbons at conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



To learn more about how to become a **COF 2017 Annual Conference Sponsor** contact:

**Paula Wolferseder Yabar, Senior Vice President, at 703-879-0744 or [Paula.Yabar@cof.org](mailto:Paula.Yabar@cof.org)**