



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS
BUILDING
RELATIONSHIPS
FOR GOOD

2023 Partnership PROSPECTUS

2023 ADRP Northeast – Mid-Atlantic Regional Conference

July 20, 2023 | Seton Hall University
South Orange, New Jersey



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Partnership with Our Corporate Sponsors

Our corporate partners are valued members of the ADRP family. With that in mind, ADRP continually strives to find new ways for our sponsors to engage with and support ADRP's mission and membership.

ADRP is pleased to offer a sponsorship packaging approach that will afford our sponsors with an opportunity to customize their experience by self-selecting engagement activities to fit their particular brand and/or needs. Our goal is to provide sponsors with the freedom to coordinate their participation and engagement across opportunities and initiatives scheduled throughout the year, to maximize their marketing dollars.

In addition to the many offerings presented below, ADRP is also pleased to discuss customized stewardship and recognition opportunities to meet your individual needs. We look forward to your feedback on this new approach and will continue to make additions to the levels and offerings as new opportunities arise. Please contact office@adrp.net for more information.



3 GOOD REASONS TO **Partner with ADRP**

EXPAND YOUR BRAND

With more than 1,800 stewardship and donor relations professionals located throughout the world, getting direct access to key decision makers has never been easier. Our members hail mainly from the US, Canada, and UK; however, our reach extends to Australia, Ireland, Japan, New Zealand, Armenia, and the US Pacific Islands.

CONNECT WITH DECISION MAKERS

Members serve a wide range of organizations, including higher education, healthcare, advocacy organizations, arts, environmental, foundations, social services, and other non-profits. Our members hold influence over a wide-variety of contracting and purchasing decisions.

MEET WITH YOUR EXISTING CLIENTS

Your current customers are important. Continue your brand awareness by being where they are. Don't miss an opportunity to nurture existing relationships with people who already know your value and gather testimonials on the spot for potential clients.



WHO IS ADRP?

ADRP is a diverse community of donor relations professionals sharing education, knowledge, and experience, empowering members to advance their careers and drive excellence in the field.

ADRP is universally recognized as the authority on donor engagement for the philanthropy profession.

ADRP welcomes donor relations professionals from around the globe, providing members access to a community of colleagues who do what they do every day, and who openly share their wisdom, experiences, and resources.



ADRP Northeast – Mid-Atlantic Regional Conference Sponsor Levels

Keynote | ~~\$2,500 (Exclusive)~~ **SOLD**

- Two exhibitor tables with all Exhibitor benefits
- Full Page Ad in Conference Program
- Opportunity to address assembled attendees for 3-5 minutes or a 30-second promotional video shown to attendees before the keynote address
- (1) Dedicated Social Media Promotion before Conference

Afternoon Ice Cream Social | \$1,500 (Exclusive)

- All Exhibitor Benefits
- Half Page Ad in Conference Program
- Recognition during treat break announcement
- Opportunity to offer brief remarks and engage with attendees during the break; If desired, your staff can personally help hand out the ice cream treat.
- Exclusive signage with logo displayed during designated treat break

Pre-Conference Networking Reception | \$1,000 (2 Available)

- All Exhibitor Benefits
- Half Page Ad in Conference Program
- Recognition at the reception
- Opportunity to offer brief remarks to attendees
- Exclusive signage with logo displayed during designated reception

About ADRP Conference Attendees

- Diverse group of stewardship and donor relations professionals throughout the Northeastern US
- Wide-range in experience levels (35% newcomers, 30% mid-level, and 35% experienced professionals)
- A wide-range of organizations represented including 62% from higher education and 22% from healthcare, with the remaining 16% from social services, advocacy organizations, arts, environmental, foundations, and other non-profits
- Functions within all sizes of offices and with manners of resources (15% large, 20% medium, and 65% small shop)
- Holds influence over a wide variety of contracting and purchasing decisions



We are pleased to also discuss customized sponsorship and recognition opportunities that meet your individual needs. For more information, please contact the ADRP office at **office@adrp.net**.

Sponsorship Levels Continued

Merchandise | (in-kind min. value \$800)

- All Exhibitor benefits in return for one of the following:
 - Providing conference pens and notepads with your logo and ADRP's logo, final design to be approved by ADRP (approx. qty. 200)
 - Providing tote bags with your logo and ADRP's logo, final design to be approved by ADRP (approx. qty. 200)
 - Merchandise of your choice with your logo and ADRP's logo, item, and final design to be approved by ADRP (approx. qty. 200)

Session | \$750.00

- One 6-foot exhibitor table with all Exhibitor benefits
- Opportunity to introduce session speaker as identified by ADRP committee
- Recognition as sponsor of the conference program

Exhibitor | \$500.00

- One 6-foot exhibitor table for conference breakfast, lunch, and coffee/snack break
- Complimentary Conference Registrations for up to two people
- List of attendee names and contact info for use under the stated ADRP guidelines
- Quarter page ad in the conference program
- Company logo and description listed on the conference webpage



Details

ATTENDEE LIST GUIDELINES

Sponsors may use the attendee list provided by the organizers of the 2023 ADRP Northeast - Mid-Atlantic Regional Conference to email the attendees twice regarding their products and services.

The first contact may be made within the two weeks preceding to the conference, and the second within the four weeks following the conference. The list will be emailed to the vendor contact indicated on the registration form three weeks prior to the conference, and an updated list will be emailed to that person within three business days after the conference.

Due to the nature of preparing events in advance. No refunds will be issued.

Register

To register as a sponsor for the 2023 ADRP Northeast - Mid-Atlantic Regional Conference, please complete the Sponsorship Registration Form online at:

www.adrp.net/northeast-mid-atlantic-regional-conference

You will not be considered registered as an event sponsor until the form is completed and full payment is received.

For questions, please contact **office@adrp.net**.

Sponsor at ADRP 2023

Also, be sure to check out our sponsor opportunities for the 20th Annual ADRP International Conference in Minneapolis, MN on October 5-7, 2023.

Signing up as a Corporate Sponsor of ADRP has never been easier. Select your sponsorship, upload your logo, register your staff and make a payment all in one place through the ADRP website at **conference.adrp.net**.



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