



ADRP 2020

Sponsorship Prospectus

About ADRP

Get to know the Association of Donor Relations Professionals

The Association of Donor Relations Professionals (ADRP) is the diverse international community of donor relations professionals sharing education, knowledge and experience, empowering members to advance their careers, and driving excellence in the field.

Through its networking events, regional workshops and monthly webinars, industry research and knowledge center, monthly newsletter, and the ever-popular annual international conference, ADRP is universally recognized as the authority on donor engagement for the philanthropy profession.

About Our Membership

ADRP membership has grown steadily year after year, with more than 1,800 members throughout the nation and in ten countries outside the US, spanning Australia, Austria, Canada, Costa Rica, Hungary, Mexico, New Zealand, Papua New Guinea, Singapore, and the United Kingdom.

ADRP offers a diverse audience in terms of geographical location, experience level, institutional size and industry sector. No other organization provides such broad access to donor relations and stewardship professionals and industry best practices. The monthly e-newsletter *The Hub* has more than 5,000 subscribers.

Who Are Our Members?

Length of Time in Donor Relations Profession



0-3 Years 34%

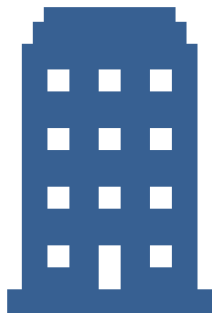


4-8 Years 31%



8+ Years 35%

Type of Membership Organization



70%
Education



16%
Other Non-Profit



14%
Healthcare

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 partners to engage with and support ADRP's mission and membership.

ADRP is pleased to roll out this new sponsorship packaging approach that will afford our partners 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.

General Sponsorship Opportunities

\$1,500 – Research

Provide support for ADRP research into best practices for donor relations and stewardship professionals.

Webinar Sponsor

Sponsorship of ADRP's regularly scheduled monthly webinar(s), including advertisement on webinar page of website, in webinar marketing emails, and on the title slide of the webinar.

\$1,000 – Webinar (1)

\$2,500 – Webinars (3)

\$8,000 – Webinars (12)

\$2,000 – Webinar Presenter*

Schedule a webinar to talk with participants about your services, best practices, industry standards, or your own research efforts. This webinar must be co-presented with an ADRP member in a “case study” format and is an additional offering to the ADRP webinar series.

**Limited to two (2) sponsors per year.*

The Hub Sponsorship*

\$2,000 – *The Hub* (12 issues)

\$600 – *The Hub* (3 issues)

\$250 – *The Hub* (1 issue)

*Includes 4:1 banner *or* 1:1 sidebar ad recognition in the monthly e-newsletter

Regional Conferences

Stand-alone exhibit and sponsor opportunities are available. These events are scheduled periodically during the year when local volunteers select the dates and venues. Historically, the largest of these events are in New York City in March (200 attendees) and Midwest/Chicago in June or July (100 attendees). Please check the website or contact office@adrp.net for more information.



ADRP Annual International Conference

Sponsor & Exhibitor Packages

We are pleased to also discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact conference@adrp.net for more information.

Note for Sponsors at All Levels:

Exhibitor kits for the conference will be emailed in July 2020

About the International Conference

Audience Profile

- Diverse group of more than 600 stewardship and donor relations professionals throughout the US and Canada
- Wide range in experience levels (35% newcomers, 30% mid-level, and 34% experienced professionals)
- Hails from a wide range of organizations including advocacy organizations (1%), arts (1%), environmental (1%), foundations (5%), healthcare (15%), higher education (63%), social services (2%), and other non-profits (12%)
- 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

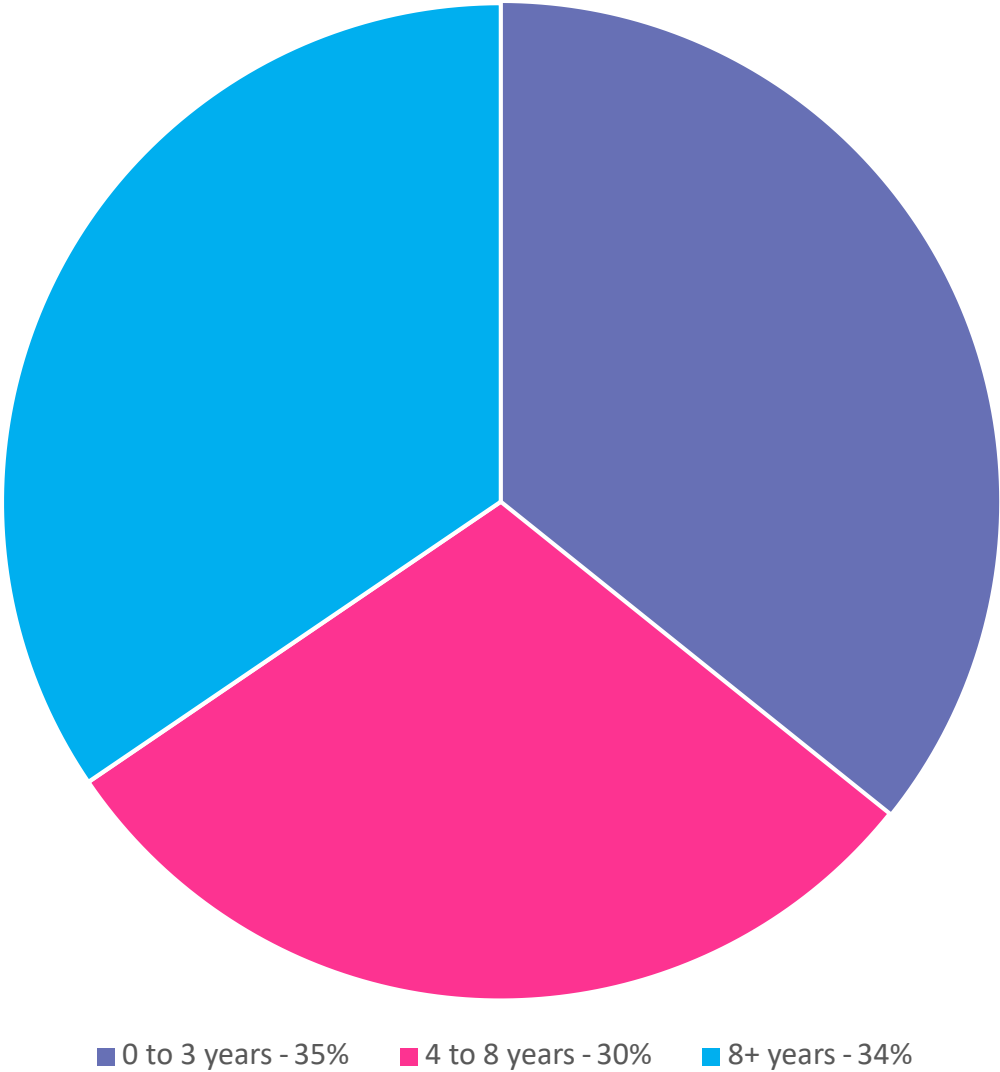
The conferences have been very successful for us and the attendees are very willing to chat and engage — and are frankly super kind and nice (not really surprising given your work!). We go to about 7-10 conferences each year and ADRP is by far my favorite.

Cory Andersen, Overture/Snavely Associates

Who You Will Meet at the ADRP Conference

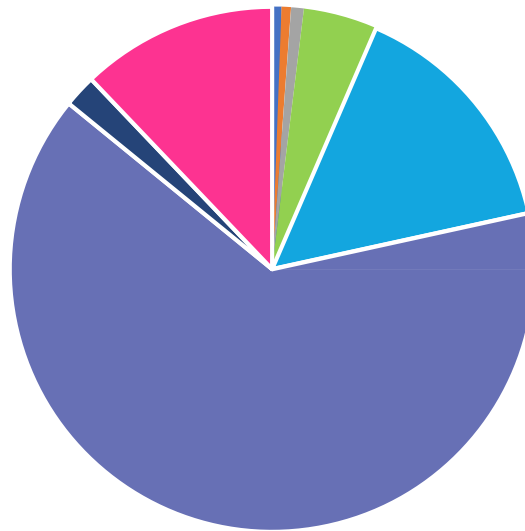
Experience Levels

Years of Experience in Donor Relations



Who You Will Meet at the ADRP Conference

Institution Type



- Advocacy Organizations - 1%
- Arts Organizations - 1%
- Environmental Organizations - 1%
- Foundations - 5%
- Healthcare - 15%
- Higher Education - 63%
- Social Services - 2%
- Other - 12%

Region



- Canada - 10%
- International - 1%
- Midwest - 19%
- Northeast - 32%
- South - 8%
- Southeast - 13%
- West - 17%

Platinum Sponsor | \$15,000

At the Conference

- Skirted 6' display table at your preferred choice in prime location
- Four (4) complimentary registrations for conference sessions and meals (\$250 for each additional representative)
- Company logo listed on conference signage and screens during meals and breaks
- Two-page spread (or two full page) advertisement(s) in conference program
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition
- Top logo placement on all conference materials
- Podium opportunity to address attendees (2–3 minutes)
- Co-present a full session/case study with an ADRP member

Pre- and Post-Conference Company Promotion

- Inclusion in four (4) social media announcements
- Company logo, link, and short description on conference website
- Recognition in all International Conference-related emails
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post- conference for two (2) mailings
- Three (3) advertisements in The Hub
- One (1) Spotlight in The Hub
- One (1) sponsor-provided blog post
- Exhibitor booth opportunity for two (2) regional conferences

One Additional Sponsorship Option*

- Sponsor a Keynote
- Sponsor Gather@ADRP
- Sponsor the networking reception
- Sponsor Wi-Fi (your company name as the network connection!)

**Selection confirmed after sponsorship payment*

Gold Sponsor | \$10,000

At the Conference

- Skirted 6' display table at your preferred choice in prime location
- Four (4) complimentary registrations for conference sessions and meals (\$250 for each additional representative)
- Company logo listed on conference signage and screens during meals and breaks
- Full-page advertisement in conference program
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition
- Recognition at conference meals and events
- Optimal logo placement on all conference materials

Pre- and Post-Conference Company Promotion

- Inclusion in three (3) social media announcements
- Company logo linked on conference website
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings
- Two (2) advertisements in *The Hub*

One Additional Sponsorship Option*

1. Sponsor the Mobile App
2. Sponsor the newcomers' reception
3. Sponsor a meal

**Selection confirmed after sponsorship payment*

Silver Sponsor | \$5,000

At the Conference

- Skirted 6' display table in Exhibit Hall
- Two (2) complimentary registrations for conference sessions and meals (\$250 for each additional representative)
- Company logo listed on conference signage and screens during meals and breaks
- Half-page advertisement in conference program
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition

Pre- and Post-Conference Company Promotion

- Inclusion in two (2) social media announcements
- Company logo linked on conference website
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings
- One (1) advertisement in *The Hub*

One Additional Sponsorship Option*

1. Sponsor an awards ceremony
2. Sponsor the ADRP Connections Lounge
3. Sponsor the official conference excursion (+\$2,500)

**Selection confirmed after sponsorship payment*

Bronze Sponsor | \$3,500

At the Conference

- Skirted 6' display table in Exhibit Hall
- Two (2) complimentary registrations for conference sessions and meals (\$250 for each additional representative)
- Company logo listed on conference signage and screens during meals and breaks
- Quarter-page advertisement in conference program
- Sponsor complementary registration for a member to attend the International Conference (*different from the existing Blair Scholarship program*)

Pre- and Post-Conference Company Promotion

- Inclusion in one (1) social media announcement
- Company logo linked on conference website
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post-conference for two (2) mailings

Exhibitor | \$1,750 (paid before 06/05/20) | \$2,000 (regular)

- Skirted 6' display table in Exhibit Hall
- Two (2) complimentary registrations for conference sessions and meals (\$250 for each additional representative)
- Access to delegate list including mailing and email addresses pre- and post- conference for two (2) mailings
- Company name linked on conference website
- Company name listed on conference signage and screens during meals and breaks
- Conference mobile app recognition

Dual-Branded Promotional Item Add-Ons*

Promote your company through these unique offerings in addition to your sponsorship/exhibitor level

Prices are for the sponsorship of the item*:

- **Lanyards** | \$1,500
- **USB drives loaded with conference session slides** | \$2,500
- **Notebooks and pens** | \$2,000
- **Tote-bags or other branded attendee gift item** | \$1,250
- **Key Cards (2 per attendee)** | \$2,500

**Must be paired with a sponsor or exhibitor selection. Sponsors will provide the promotional item for each conference attendee, estimated initially at 650 plus the price of the sponsorship.*

All artwork must be approved by ADRP Office



Thank You for Supporting ADRP!

office@adrp.net | 1-800-341-0014 | www.adrp.net