



2024 Sponsorship Prospectus



Association of Advancement
Services Professionals
Fueling nonprofits. Advancing careers.

About Our Association

Association of Advancement Services Professionals (aasp) is the preeminent network of current and aspiring leaders in advancement services who inform the strategy and direct the operations that fuel and fund nonprofit organizations.

As the only association focused exclusively on bringing a big-picture perspective to the full scope of advancement services across all nonprofit sectors, aasp serves as an authority on best practices, an advocate for the field and an incubator of innovation.

In a rapidly growing and evolving profession charged with managing and leveraging vast amounts of data and information, aasp provides education and tools to help members tackle what's now and prepare for what's next—from emerging technologies to regulatory changes and risk mitigation to systems integration.

MISSION STATEMENT

We strengthen the field of advancement services and the careers of individual professionals by connecting, informing and empowering a network of current and aspiring advancement services leaders.

VISION STATEMENT

We envision a successful future for all nonprofits, advanced by the contributions of our diverse and extensive network of advancement services professionals.

CUSTOMIZE YOUR SPONSORSHIP

aasp recognizes that each sponsoring organization has unique interests and needs. Contact aasp to customize a sponsorship package of available opportunities that will maximize your exposure and stay within your budget.

To customize a package, contact Sarah Getsinger at:



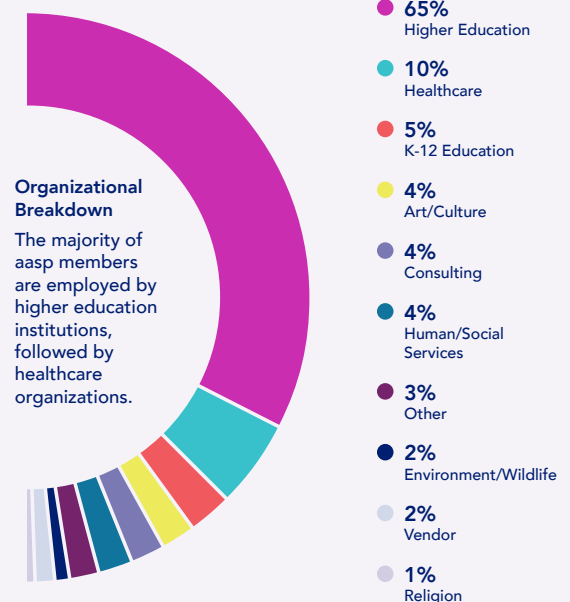
aaspadmin@advserv.org



(206) 803-1292

KEY DUTIES OF ADVANCEMENT SERVICES PROFESSIONALS

- > Facilitate fundraising, gift processing, constituent tracking, relationship management, fund management and stewardship.
- > Provide the essential infrastructure of the advancement enterprise.
- > Position front-line colleagues (fundraisers, alumni officers) for success in relationships with donors, potential donors, volunteers and supporters.
- > Minimize risks that management incurs by accurately recording and reporting fundraising information and by securely managing sensitive data.
- > Understand, explain and apply all regulations and guidelines governing fundraising, gift processing and gift accounting (IRS, CASE, FASB/GASB, etc.).
- > Stay current with trends in philanthropy and with the technical developments that apply to the profession; communicate and lead their organizations in applying these developments.
- > Maintain data quality, acquire new data and perform analytics to improve the ability to fund raise and engage constituents.



2024 Summit Sponsorship Opportunities

November 12-15, 2024 | Hilton New Orleans Riverside | New Orleans, LA

Sponsor Benefit	Capstone (Exclusive)	Platinum	Gold	Silver	Bronze	Exhibit Booth	Exhibit Table Top*
Booth Representatives	5	4	3	2	1	1	1
Linked Logo Recognition on aasp website, emails, app.	☑	☑	☑	☑	☑	Name	Name
Logo Recognition on Event Signage	☑	☑	☑	☑	☑	Name	Name
Pre/Post Attendee List	☑	☑	☑	☑	☑	☑	☑
Exhibit Booth (10x10)	Up to 4	Up to 2	1	1	1	1	
Mobile App Notifications	2 custom	1 custom	2	1	1		
Vendor Directory Listing	Premium	Premium	Basic	Basic			
Pre-Summit Sponsor Email	Individual	Group	Group				
Post-Summit Email	Individual	Group	Group				
60 Minute Session at Summit	☑	☑	☑				
aasp Organizational Membership	☑	☑					

* New Sponsors only / First Timers

BENEFITS GLOSSARY

Booth Representatives

- > Access to socials, exhibit hall, sponsors haven, and meals only

Pre/Post Attendee List

- > Pre: two weeks prior to event
- > Post: one week after event
- > Includes all opt in attendee's names, organizations, titles, and email address

Mobile App Notifications

- > Will include your company name and a prompt to visit your booth
- > Custom Notifications: Provide up to a 150-character limit notification to go out to Summit attendees

Vendor Directory Listing (for year of sponsorship)

- > Premium: Linked Company Name, Company Description, Linked Logo, Contact Information, Category, Linked Website
- > Basic: Linked Company Name, Linked company Logo, Category, Linked Website

Pre-Summit Email (sent two weeks out from event)

- > Individual: Custom email to Summit registrants
- > Group: Linked Logo, Company Name, Company Description, and Booth Number

Post-Summit Email (sent two weeks after event)

- > Individual: Custom email to Summit registrants (sent two weeks out from event)
- > Group: Thank you to all of our sponsors with linked logo

60 Minute Session at Summit

- > Present a 60-minute sponsored session at Summit
- > Up to two registrants at the speaker rate
- > First come, first serve (7 Available)

Track Sponsor

- > Opportunity to provide live remarks or a prerecorded video (1-2 min) to be played at the start of one (1) of the track sessions each day
- > Opportunity to leave collateral in the track session room

aasp Organizational Membership

- > Includes 2 people (additional people will be at the \$240 rate)
- > If your organization has already paid for a membership, we will add two additional people to your organizations membership with your current expiration date

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SPONSORSHIP LEVELS

CAPSTONE SPONSORSHIP – \$22,000

- ✔ Exclusive Sponsorship of Event app.
- ✔ Opportunity to provide live or pre recorded video (1-2 minutes) to be played at the start of the Summit
- ✔ Track Sponsor, 1st opportunity to select track

PLATINUM SPONSORSHIP – \$17,000

Opening Keynote (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the opening Keynote

President's Reception (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the President's Reception

Awards Luncheon (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Awards Luncheon

Executive Session/Elevate (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Executive Session and leave collateral in the workshop rooms

Data Science/AI Workshop (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Data Science/AI Workshop and leave collateral in the workshop rooms

GOLD SPONSORSHIP – \$12,000

Coffee Station (1 Available)

- ✔ Logo recognition at a barista station set up during one day of aasp's Summit
- ✔ Opportunity to brand a custom drink at the coffee station

Gift Administration Workshop (1 Available)

- ✔ Opportunity to provide live remarks or a prerecorded video (1-2 min) to be played at the start of the Gift Administration Workshop and leave collateral in the workshop rooms

New to Summit Workshop/Navigate (1 Available)

- ✔ Opportunity to provide live remarks or a prerecorded video (1-2 min) to be played at the start of the New to Advancement Workshop and leave collateral in the workshop rooms

Track Sponsor (4 Available)

- ✔ Opportunity to provide live remarks or a prerecorded video (1-2 min) to be played at the start of one (1) of the following proposed track sessions
- ✔ Logo recognition on signage featured at your track
- ✔ Opportunity to provide company collateral in the proposed track session room:
 - > Leadership
 - > Operations
 - > Prospecting
 - > Technology
 - > Data

2024 Summit Sponsorship Opportunities

November 12-15, 2024 | Hilton New Orleans Riverside | New Orleans, LA

SPONSORSHIP LEVELS (CONTINUED)

SILVER SPONSORSHIP – \$9,000

Charging Station (1 Available)

- ✔ Company logo featured on a charging station at Summit

Hotel Key Card (1 Available)

- ✔ Company logo featured on attendee's hotel keys (600 count)

Lanyards (1 Available)

- ✔ Company logo featured on attendee's lanyards (600 count)

Tote Bag (1 Available)

- ✔ Company logo featured on attendee's tote bag (600 count)

Volunteer Reception (1 Available)

- ✔ Company logo featured on signage and materials at the reception for Summit volunteers

BRONZE SPONSORSHIP – \$6,000

Activity Sponsor (2 Available)

- ✔ Company mentioned in app notifications and marketing about being the Activity sponsor
- ✔ Logo recognition on signage featured at the social event (evening outing, tour, etc)

EXHIBIT OPPORTUNITIES

EXHIBIT BOOTH – \$3,500

- ✔ One (1) Exhibitor representative
- ✔ 8'H Backwall Drape
- ✔ 3'H Siderail Drape
- ✔ One (1) 6' Table
- ✔ Two (2) Chairs
- ✔ One (1) Wastebasket
- ✔ Standard Booth Identification Sign

NEW! EXHIBIT TABLE TOP – \$2,500

- ✔ One (1) Exhibitor representative
- ✔ One (1) 6' Table
- ✔ Two (2) Chairs
- ✔ One (1) Wastebasket
- ✔ Standard Booth Identification Sign

> New sponsors only. Limited number available.

> Outside the exhibit hall.

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A-LA CARTE SPONSORSHIP OPPORTUNITIES

NEW! INNOVATION LAB – \$3,000

3 Available

- ✔ Dedicated space to provide uninterrupted demos to attendees for a two hour slot

NEW! WIFI SPONSOR – \$5,000

1 Available

- ✔ Network and/or password the company name
- ✔ Signage around Summit with WIFI login information

ROOM DROP SPONSOR – \$2,500 + DROP FEE

5 Available

- ✔ Opportunity to provide an item that will be dropped at aasp Summit attendee's hotel rooms. This can be directed towards all or a select group of attendees
- ✔ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)
- ✔ Recognition on the Summit website, emails, and app

NEW! LEAD RETRIEVAL – \$350

Per account

- ✔ Understand who is visiting your booth by upgrading your booth with lead retrieval
- ✔ Full list of those you scanned will be sent to you post event
- ✔ Scan from your mobile phone or tablet

WELCOME GIFT – \$1,000

5 Available

- ✔ Opportunity to provide a branded item to be given away to each Summit attendee as they check in for the event. (600 total)
- ✔ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)
- ✔ Recognition on the Summit website, emails, and app

ADDITIONAL EXHIBITOR REPRESENTATIVE – \$275

Per representative

- ✔ Access to socials, exhibit hall, sponsors haven, and meals only

> If you are looking to attend the full Summit, you would need to register as a regular attendee

BREAK*/BREAKFAST** SPONSOR – \$1,000

*4 Available/**2 Available

- ✔ Premier logo recognition featured throughout one of our popular themed food and beverage during break or breakfasts
- ✔ Recognition on the Summit website, emails, and app

NEW! APP PUSH NOTIFICATION – \$250

10 Available

- ✔ Provide up to a 150 character limit notification to go out to Summit attendees

Additional Sponsorship Opportunities

WEBINAR SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSOR – \$1,500

6 Available

- ✔ Logo recognition on Website and in NewsBytes
- ✔ Branded Waiting Room
- ✔ Promo Video
- ✔ Access to Webinar Attendee List

BRANDED WAITING ROOM – \$250

6 Available

- ✔ Company logo to be displayed in the waiting room prior to the webinar start for all attendees to see

PROMO VIDEO – \$500

6 Available

- ✔ Provide a promo video no longer than 2 minutes for attendees to view before the webinar starts

SUMMER SERIES SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – \$10,000

1 Available

- ✔ Logo recognition on Website and Weekly NewsBytes
- ✔ Branded Waiting Room
- ✔ Promo Video
- ✔ Access to Summer Series Attendee List
- ✔ Additional Summit Benefits!
 - 10x10 Exhibitor Booth
 - 1 Exhibitor Rep
 - Gold Sponsor Recognition*
*Summer Series benefits in lieu of Summit Gold benefits

BRANDED WAITING ROOM – \$250

3 Available

- ✔ Company logo to be displayed in the waiting room prior to the webinar start for all attendees to see

PROMO VIDEO – \$500

3 Available

- ✔ Provide a promo video no longer than 2 minutes for attendees to view before the webinar starts

MARKETING SPONSORSHIP OPPORTUNITIES

COMPANY EVENT PROMO – \$1,000

- ✔ Provide information about your company event or webinar and we will post to the aasp website for all our members and prospective members to see (at least 4 weeks out from event)
- ✔ Promotion of your company event within one of our weekly NewsBytes email which goes out to all members

COMPANY AD

- > 600 x 350 px - \$750 | 4 week reoccurring ad bundle \$2,500
- > 600 x 200 px - \$650 | 4 week reoccurring ad bundle \$2,100
- > 600 x 100 px - \$550 | 4 week reoccurring ad bundle \$1,700
- ✔ Provide a company ad to be listed in weekly NewsBytes emails to all members (ad must be in one week prior to send date)