



---

# 2026 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 the aasp office at:



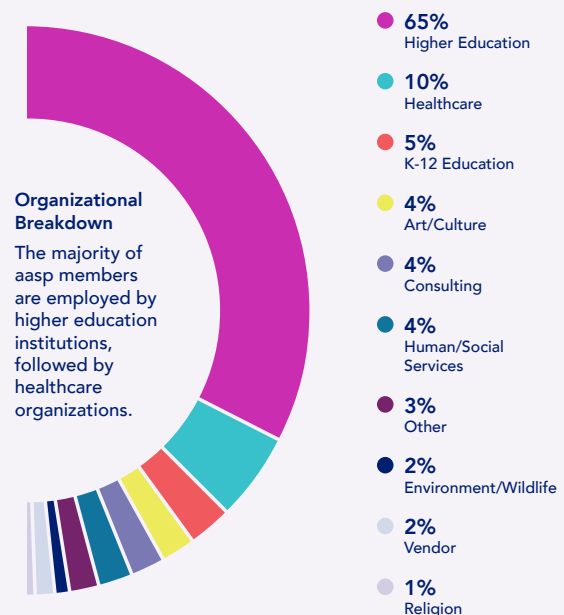
[aaspadmin@advserv.org](mailto:aaspadmin@advserv.org)



(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 raise funds and engage constituents.



# Digital Sponsorship Opportunities

## WEBINAR SPONSORSHIP OPPORTUNITIES

### WEBINAR SPONSOR – \$1,500

*Range of 120 to 825 attendees | Average of 378 attendees*

- ✓ Logo recognition on Website and in NewsBytes
- ✓ Branded Waiting Room
- ✓ Promo Video
- ✓ Access to Webinar attendee list

## MARKETING SPONSORSHIP OPPORTUNITIES

### COMPANY EVENT PROMO – \$1,000

*Average 1,000 weekly site users*

- ✓ 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

*NewsBytes stats*

*Average 2700 weekly sends | Average 30% open rate | Average 10% click-through rate*

- > 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)

# aasp Summit

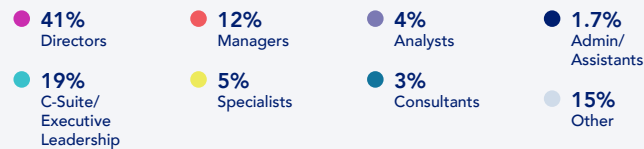


## WHO ATTENDS SUMMIT

Last year's Summit brought together over 700 industry leaders, innovators, and decision-makers within the Advancement Services industry. Attendees came from a wide range of sectors, including technology, finance, healthcare, and education, ensuring a vibrant exchange of ideas and opportunities for meaningful connections.

Attendee Professional Titles Include:

- > CEO, COO, and other C-Suite Executives
- > Associate, Assistant, and Senior Directors
- > Business, Gift, and Data Analysts
- > And more!



## 2026 SUMMIT

September 22-25, 2026  
Baird Center  
Milwaukee, Wisconsin

## PRELIMINARY 2026 EXHIBIT SCHEDULE\*

\*SUBJECT TO CHANGE

Date	Time	Event
Tuesday, September 22, 2026	12:00 - 5:00 PM	Move In
Wednesday, September 23, 2026	8:00 AM - 5:30 PM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall
Thursday, September 24, 2026	8:00 AM - 5:30 PM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall
Friday, September 25, 2026	8:00 - 10:30 AM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall

# 2026 Summit Sponsorship Opportunities

September 22-25, 2026 | Baird Center | Milwaukee, Wisconsin

Sponsor Benefit	Capstone (Exclusive) \$22,000	Platinum \$17,000	Gold \$12,000	Silver \$9,000	Bronze \$6,000	Exhibit Booth \$3,500	Exhibit Table Top* \$2,500
Exhibit Space	20'x20'	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'	6' Table
Booth Representatives	5	4	3	2	1	1	1
Pre & Post Attendee List	☑	☑	☑	☑	☑	☑	☑
Recognition on Summit website and app	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on Event Signage	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition in Summit emails	Logo	Logo	Logo	Name	Name		
Sponsor Exclusives	☑	☑	☑	☑	☑		
Mobile App Notifications	2 custom	1 custom	2	1	1		
Vendor Directory Listing	Premium	Premium	Basic	Basic			
Pre-Summit Spotlight Email	Individual	Group	Group				
Post-Summit Spotlight Email	Individual	Group	Group				
60-Minute Session at Summit	☑	☑	☑				
aasp Organizational Membership	☑	☑					

\* First-Time Sponsors Only

## BENEFITS GLOSSARY

### Exhibit Space

- > Includes 6' table, 2 chairs, wastebasket, and ID sign
- > Booths come with 8'H backwall and 3'H siderail drape

### Booth Representatives

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

### Pre & Post Attendee List

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

### 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 Spotlight 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 Spotlight Email

(sent two weeks after event)

- > Individual: Custom email to Summit registrants
- > Group: Thank you to all of our sponsors with linked logo

### 60-Minute Session at Summit

- > First come, first serve (10 available)
- > Present a 60-minute sponsored session at Summit
- > Up to two registrants at the speaker rate

### 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

Right of first refusal (ROFR) is provided to incument sponsors through October 31, 2025

# 2026 Summit Sponsorship Opportunities

September 22-25, 2026 | Baird Center | Milwaukee, Wisconsin

## SPONSORSHIP EXCLUSIVES

### CAPSTONE EXCLUSIVES – \$22,000

- ✔ Exclusive Sponsorship of Summit app
- ✔ Opportunity to provide live remarks or pre-recorded video (1-2 minutes) to be played at the start of the Summit
- ✔ Track Sponsor, first opportunity to select track and intro all sessions within track

### PLATINUM EXCLUSIVES – \$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 a pre-recorded video (1-2 min) to be played at the President's Reception

#### Summer Series (1 Available)

- ✔ Opportunity to provide a pre-recorded video (1-2 min) to be played at the start of the Summer Series webinars

#### Headshot Lounge (1 Available)

- ✔ Opportunity to provide custom messaging to be included in post-Summit email with link to head shot photos

### GOLD EXCLUSIVES – \$12,000

#### Track Sponsor (4 Available)

- ✔ Opportunity to provide a pre-recorded video (1-2 min) to be played at the start of one (1) of the session tracks and leave collateral in session room

Once session tracks have been determined for the 2026 conference, sponsors will be able to select their desired track.

#### Lanyards (1 Available)

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

### PLUS UPGRADE – \$3,000

Upgrade your Platinum or Gold Sponsorship to the PLUS level to receive these additional benefits:

- ✔ Recognition at Higher Tier PLUS Sponsorship Level
- ✔ Post Summit Sponsored Email - Custom email sent within two weeks after the event to Summit registrants
- ✔ Custom Push Notification - Mobile app message (150 character limit) sent to Summit attendees

# 2026 Summit Sponsorship Opportunities

September 22-25, 2026 | Baird Center | Milwaukee, Wisconsin

## SPONSORSHIP EXCLUSIVES (CONTINUED)

### SILVER EXCLUSIVES – \$9,000

#### Tote Bag (1 Available)

- ✔ Company logo featured on attendees' tote bags (600 count)

#### Hotel Key Card (1 Available)

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

#### Charging Lounge (2 Available)

- ✔ Recognition of sponsorship on signage and opportunity for custom branding options in the charging station located in the exhibit hall

#### Library (1 Available)

- ✔ Recognition of sponsorship on signage and opportunity to leave collateral in the Library

#### Paws for a Break (1 Available)

- ✔ Recognition of sponsorship on marketing materials and opportunity for custom branding option in the Paws for a Break puppy area

#### Pre-Conference Workshop (3 Available)

- ✔ Opportunity to provide a pre-recorded video (1-2 min) to be played at the start of one (1) of the Pre-Conference sessions and leave collateral in workshop rooms

*Once workshops have been determined for the 2026 conference, sponsors will be able to select their desired pre-conference session.*

### BRONZE EXCLUSIVES – \$6,000

#### Activity Sponsor (2 Available)

- ✔ Logo recognition of sponsorship on signage and marketing materials

#### Networking Break (5 Available)

- ✔ Logo recognition of sponsorship on signage and marketing materials

#### Podcast Station (1 Available)

- ✔ Logo recognition of sponsorship on signage and marketing materials

#### Volunteer Reception (1 Available)

- ✔ Logo recognition of sponsorship on signage and marketing materials

#### Navigate Workshop (1 Available)

- ✔ Logo recognition of sponsorship on signage and marketing materials

# 2026 Summit Sponsorship Opportunities

September 22-25, 2026 | Baird Center | Milwaukee, Wisconsin

## A LA CARTE SPONSORSHIP OPPORTUNITIES

### WIFI SPONSOR – \$8,000

1 Available

- ✔ Recognition on signage and marketing materials
- ✔ Logo featured on Wi-Fi login splash page
- ✔ Company name used as network password
- ✔ Redirect to company website after login

### INNOVATION LAB – \$3,000

3 Available

- ✔ Dedicated space to provide uninterrupted demos to attendees for a one and a half hour slot
- ✔ Room is set with rounds and basic AV (screen, projector and mic)

### ROOM DROP SPONSOR – \$2,500

5 Available

+ DROP FEE\*

- ✔ Opportunity to provide an item that will be dropped at aasp Summit attendees' 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)

### WELCOME GIFT – \$1,000

5 Available

- ✔ Opportunity to provide a branded item to be given away to each Summit attendee upon check-in for the event (600 total)
- ✔ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)

### BREAKFAST SPONSOR – \$1,000

2 Available

- ✔ Premier logo recognition featured throughout one of Summit's daily breakfasts
- ✔ Recognition on the Summit website, emails, and app

### LEAD RETRIEVAL – \$350

Includes two licenses

- ✔ Understand who is visiting your booth by upgrading your booth with lead retrieval
- ✔ Access to real-time reports
- ✔ Scan from your mobile phone or tablet
- ✔ Additional licenses can be purchased at \$175 each

### ADDITIONAL EXHIBITOR REPRESENTATIVE – \$275

Per representative

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

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

### APP PUSH NOTIFICATION – \$250

10 Available

- ✔ Provide content for a custom mobile app to go out to Summit attendees