



**Association of Advancement
Services Professionals**

Fueling nonprofits. Advancing careers.

aasp Partnership and Sponsorship Prospectus 2023

About our Association.

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 their front-line colleagues (fundraisers, alumni officers, etc.) for success in relationships with donors, potential donors, volunteers and other 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



The majority of **aasp** members are employed by higher education institutions, followed by healthcare organizations.

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 Lori Servin at aaspadmin@advserv.org or 206-803-1292.

About Our Association

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.

2023 SUMMIT SPONSORSHIP OPPORTUNITIES

September 25-27, 2023 | Hilton Chicago

Sponsorship Benefits	Capstone \$22,000	Premier \$19,250	Palladium \$16,500	Platinum \$13,750	Gold \$11,000	Silver \$8,250	Bronze \$6,000	Exhibit \$3,500
Exhibit booth	Booth Bonus*	Booth Bonus*	Booth Bonus*	Single	Single	Single	Single	Single
Number of booth representatives*	5	4	4	3	3	2	2	1
Logo recognition on aasp marketing material – website, emails, mobile app**	✓	✓	✓	✓	✓	✓	✓	✓
Pre and post attendee list (Name, company, and email)	✓	✓	✓	✓	✓	✓	✓	✓
Access to aasp 's Sponsor Haven***	✓	✓	✓	✓	✓	✓	✓	✓
Mobile app push notifications	3	2	2	2	1			
Pre-Summit sponsored email	Individual	Group	Group	Group				
Post-Summit sponsored email	Individual	Group	Group	Group				
60-minute session held during Summit	✓	✓	✓	✓				
aasp Organizational Membership	✓	✓	✓	✓				
aasp Vendor Directory Listing	Premium	Basic	Basic	Basic	Basic	Basic	Basic	Basic

* Additional booth reps - \$250 per person

* Sponsors with "Booth Bonus" will receive extra booth space and/or extra signage at the event pending space availability

** To ensure accuracy when promoting your company, please provide a link to your company website and send your company logo as a high-res

file to aaspadmin@advserv.org.

*** **Sponsor Haven** – We know that having to always be "on" at a conference can be exhausting. At Summit 2023, we will be providing a Sponsor Haven, a quiet space close by the exhibitor hall with soft seating that you can rest and refresh for a moment without having to go all the way to your hotel room.

2023 SUMMIT SPONSORSHIP LEVELS

CAPSTONE SPONSORSHIP – \$22,000

Platform/Mobile App (1 available)

- ✓ Exclusive sponsor of **aasp**'s Summit mobile app
- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the 2023 Summit

PREMIER SPONSORSHIP – \$19,250

Opening Keynote (1 available)

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

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September 25-27, 2023 | Hilton Chicago

PALLADIUM SPONSORSHIP – \$16,500

Awards Luncheon (1 available)

- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Annual Business Meeting and Awards Luncheon

Executive Session/Elevate (1 available)

- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Executive Session

Data Science/AI Workshop (1 available)

- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the workshop

PLATINUM SPONSORSHIP – \$13,750

Barista 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 barista station

Gift Administration Workshop (1 available)

- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Gift Administration Workshop

New to Summit Workshop/Navigate (1 available)

- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the New to Advancement Workshop

Please note the availability of limited sponsorships on our website.

GOLD SPONSORSHIP – \$11,000

Charging Station (1 available)

- ✓ Company's logo featured on a charging station throughout the Summit

Hotel Key Card (1 available)

- ✓ Company's logo featured on attendee's hotel key cards

Lanyard (1 available)

- ✓ Company's logo featured on the Summit's lanyards

Summit Tote Bag (1 available)

- ✓ Company's logo featured on the Summit attendee tote bag

aasp Library Sponsor (1 available)

- ✓ This new space will provide attendees a place to take a call, answer an email, or just quietly process all of the information they are learning at Summit! A separate room set up with tables, The Library will remove the need for attendees to leave the conference to get some work done. The sponsor of this space will have the opportunity to leave pens, pads, or other branded items on the table. This sponsorship will last the length of the conference!

SILVER SPONSORSHIP – \$8,250

Track Sponsor

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

2023 SUMMIT SPONSORSHIP OPPORTUNITIES

September 25-27, 2023 | Hilton Chicago

BRONZE SPONSORSHIP – \$6,000

Social Event Sponsor (2 available)

- ✓ Opportunity to provide live remarks at the start of one of the social events during Summit
- ✓ Logo recognition on signage featured at the social event

EXHIBITOR - \$3,500

- ✓ 10 x 10 booth space with pipe and drape
- ✓ Opportunity to be onsite to interact with Summit attendees

A-LA CARTE SPONSORSHIPS

Room Drop Sponsor – \$2000 (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

Welcome Gift – \$1000 (5 available)

- ✓ Opportunity to provide a branded item to be given away to each Summit attendee as they register for the event

Break Sponsor – \$1000 (4 available)

- ✓ Premier logo recognition featured throughout one of our popular themed food and beverage breaks.

Breakfast Sponsor – \$1500 (2 available)

- ✓ Logo recognition featured on Summit breakfast stations

aasp 2023 PARTNERSHIP AND SPONSORSHIP APPLICATION FORM

Contact Information

Contact Name _____

Company Name (to be displayed online) _____

Email Address _____ Phone _____

Address _____

City _____ State _____ Zip _____

Rep Name _____ Rep Email _____

First time sponsoring with **aasp**? ☐ Yes ☐ No

Please indicate sponsorship level

Capstone Summit Sponsor – \$22,000

☐ Platform/Mobile App

Premier Summit Sponsor – \$19,250

☐ Opening Keynote

☐ President's Reception

Palladium Summit Sponsor – \$16,500

☐ Awards Luncheon

☐ Executive Session/Elevate

☐ Data Science/AI Workshop

Platinum Summit Sponsor – \$13,750

☐ Barista Station

☐ Gift Administration Workshop

☐ New to Summit Workshop/Navigate

Gold Summit Sponsor – \$11,000

☐ Charging Station

☐ Hotel Key Card

☐ Lanyard

☐ Tote Bag

☐ aasp Library Sponsor

Silver Sponsor – \$8,250

☐ Track

Bronze Sponsor – \$6,000

☐ Social Event Sponsor

☐ Summit Exhibit Booth – \$3,500

A-la-Carte Sponsorships - Optional add-ons

☐ Room Drop Sponsorship – \$2,000

☐ Welcome Gift – \$1,000

☐ Break Sponsor – \$1,000

☐ Breakfast Sponsor – \$1,500

Payment Information

TOTAL: \$ _____ ☐ Check (payable to **aasp**) ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover
If paying by credit card, all fields below are required.

Name (as it appears on card) _____

Card Number _____ Exp. Date _____ Sec. Code _____

Email Address _____ Phone _____

Address (if different than above) _____

City _____ State _____ Zip _____

Authorized Signature _____

☐ I have read & agree to abide by the **aasp** Registration Agreement: advserv.org/page/event-registration-agreement.

☐ I have read & consent to **aasp**'s Privacy & User Consent Policy: www.advserv.org/Privacy_Statement.aspx.

RESERVATION AND CANCELLATION POLICY

All Summit 2023 exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until **aasp** receives payment.

To receive a registration refund, less a \$25 processing fee, all cancellations must be received in writing to the **aasp** office by August 8, 2023 11:59 pm U.S. Eastern Time. No refunds will be granted thereafter. No-shows will not be refunded.

Mail/Fax with payment to:

Association with Advancement Services Professionals (**aasp**)

2150 N 107th St, Ste 205 | Seattle, WA 98133
(206) 803-1292 | aaspadmin@advserv.org

(For office use only)

initials	fin.
date	
CK/C	
pad	