

YOU'RE INVITED TO

TRANSFORM NONPROFIT EVENTS AS A SPONSOR OF

ELEVATE



2025 SPONSOR PROPOSAL

PRESENTED BY SWAIM STRATEGIES

WELCOME TO ELEVATE 2025

After four previous years of just a conference, this year we launched a 360-degree learning environment for nonprofit events called Elevate that includes the conference as well as a learning platform and The Fundraising Elevator podcast. Now, we want you to join us for 2025!

Our mission is to improve the gala experience by helping nonprofit event and auction planners with strategy, tools, partners, vendors, and resources that improve their fundraising events. This event learning platform is dedicated to empowering individuals and organizations through education, practical tools, and networking opportunities. Let's build movements through gathering.

Elevate offers a comprehensive online learning portal, hosts an annual conference scheduled for March 12-13, 2025, and produces The Fundraising Elevator podcast, a leading resource in the industry. Each of these initiatives plays a crucial role in advancing the capabilities of nonprofit professionals and enhancing their ability to serve communities effectively.

We are seeking partners who share our commitment to educational excellence and community empowerment. By becoming a sponsor of Elevate, your organization will benefit from:

Visibility and Recognition: Gain exposure to a diverse audience of nonprofit leaders, professionals, and stakeholders through our online platforms, conference, and podcast.

Networking Opportunities: Connect with industry influencers, thought leaders, and potential collaborators during the conference, as a podcast guest, as a content expert in the learning channel, and as a referred resource.

Brand Alignment: Showcase your organization's dedication to supporting educational initiatives and professional development within the nonprofit sector. **Community Impact:** Contribute directly to the growth and success of nonprofit organizations by investing in their leadership and capacity-building efforts.

Enclosed you will find a detailed sponsorship prospectus outlining the various sponsorship levels and corresponding benefits available to partners of Elevate. We are committed to ensuring that our sponsors receive maximum value and recognition for their support.

Sponsors will have the opportunity to:

- ^ Be content experts
- ^ Be teachers and guests
- ^ Share branded content
- ^ Promote your own trainings and gatherings
- ^ Have their content backlinked and take part in cross-promotional opportunities for increased SEO
- ^ Write guest blogs

We would welcome the opportunity to discuss your participation as a valued partner of Elevate. All sponsorships are for a year-long engagement.

Thank you for considering this partnership opportunity. Together, we can elevate the capabilities of nonprofit professionals and make a lasting impact on communities worldwide.

JOIN US IN ELEVATING FUNDRAISING EVENTS,



**SAMANTHA SWAIM
+ KRISTIN STEELE**
Swaim Strategies

THE PLATFORM

In the nonprofit sector we see the need for education to help capitalize on the potential for an organization's fundraising event. There are countless resources for nonprofit professionals and development professionals but very few resources for the event planner on the development team. **Our goal is to fill that gap.**

The Elevate Learning Platform is an extensive library of information for the nonprofit event planning team. We provide:

- ^ Tools
- ^ Downloadable templates
- ^ Book recommendations
- ^ Training opportunities + webinars

TARGET AUDIENCE

Our target demographic are those new to fundraising events including new development professionals, committees, and board members. We seek to be a one-stop shop for finding how-to guides that get a team up and running quickly on planning a transformative gathering.

TOOLS + TEMPLATES

We offer quick tools to apply to fundraising event planning including:

- ^ Budget templates
- ^ Bid cards
- ^ Sample run of show
- ^ Script templates

BOOKSHOP

The Elevate Bookshop is a place to get inspiration and direction.

WEBINARS

We offer on-demand, how-to training guides that cover such topics as program development, sponsorship, auctions, budget planning, and event design.

GO CHECK
IT OUT:

ELEVATENONPROFIT.COM



THE CONFERENCE

Hybrid Event Broadcast from Portland, Oregon

ELEVATE

A CONFERENCE FOR FUNDRAISING EVENTS

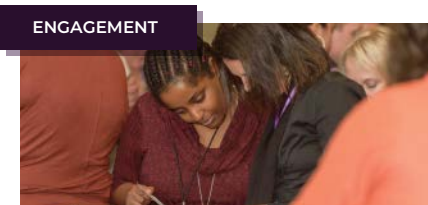
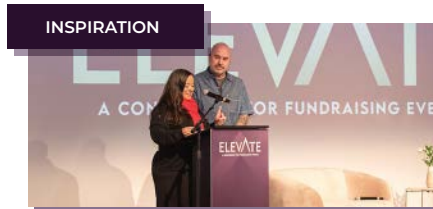
MARCH 12 + 13 | 2025



PAST SPEAKERS

 KENDALL CLAWSON	 DALE JOHANNES	 SAMANTHA SWAIM
 PRIYA PARKER	 KELLY RUSSELL	 JENNA WATANABE
 SHARI DUNN	 ZERIK SAMPLES	 LISA WATSON
 MARY ELIZABETH	 BETH SANDEFUR	 MOSLEY WOTTA
 ROBERT GOMAN	 KRISTIN STEELE	 TAMMY ZONKER

WHAT TO EXPECT



THE PODCAST

^ \$500

The Fundraising Elevator

WHERE WE'RE ALL HEADED UP

SEASON 1 RECAP

44 episodes designed to challenge fundraising experts and expand what's possible.



SOME PAST GUESTS



FORMAT

Each episode features deep-dive conversations with expert guests. Each episode is 45-90 minutes long and visits both big ideas and tools that fundraising professionals can apply immediately to their work.

WHAT'S COMING IN SEASON 2

In season 2 we're going to have podcasts on the road from some of the top fundraising event conferences around:

- ^ Raise Conference
- ^ The Nonprofit Storytelling Conference
- ^ and Elevate

We'll have multi-episode guests diving into the neuroscience of belonging, gathering, and the research behind giving.

**EXPECT 44 EPISODES
WITH NEW EXPERTS
AND NEW IDEAS.**

GO CHECK
IT OUT:

ELEVATENONPROFIT.COM/PODCASTS



2024 ELEVATE SNAPSHOT



“With 5+ years experience executing fundraising and cultivation events, this was only the second time I feel like someone put my best instincts into words and gave me a structure I can use to help my leadership make evidence-based decisions on event planning.”
—2024 conference attendee

ONLINE LEARNING PLATFORM
elevatenonprofit.com



4.8K USERS



PARTNERS + SPEAKERS PAGE IN THE TOP 10 VIEWS



10 COUNTRIES
REPRESENTED



ELEVATE SUBSCRIBERS



3,855
ONLINE FOLLOWERS

5,700
EMAIL SUBSCRIBERS

ELEVATE



2-DAY HYBRID CONFERENCE

 **331**

Conference attendees from 31 states plus Canada and Puerto Rico

 **129**

Culturally specific organizations served

 **895**

Virtual visitors



THE FUNDRAISING ELEVATOR PODCAST



FOLLOWERS IN

21 US states, 4 Canadian provinces, 11 countries

9,980+

Podcast Audio Listens

44

EPISODES in Season 1

3,800+

VIDEO VIEWS

1.04M

IMPRESSIONS

It was so refreshing to see the concepts we were discussing applied in real time!

—2024 conference attendee

Thank you for such a smooth hybrid event with clarity of experience and multiple valuable perspectives!

—2024 virtual conference attendee

SPONSOR BENEFIT GRIDS

ENGAGE IN ONE OF THE THREE SEGMENTS OF THE ELEVATE PLATFORM, OR GET INVOLVED IN ALL THREE OPPORTUNITIES.

We would love to have you design your sponsor experience for what fits your budget and partner goals best.

THE PLATFORM

	\$10,000	\$5,000	\$3,500	\$2,500	\$1,000	\$500
EXCLUSIVITY IN YOUR SECTOR (CRM, AUCTIONEER, BANKING)	^					
GUEST SPEAKER ON 1 WEBINAR	^	^				
SOCIAL MEDIA CROSS PROMOTION	^	^	^			
VIDEO ON PARTNER PAGE	^	^	^	^		
BOOK FOR SALE IN BOOKSTORE	^	^	^	^		
BRANDED DOWNLOADABLE TOOLS	^	^	^	^	^	
INVITE TO WRITE A GUEST BLOG	^	^	^	^	^	
LOGO + LINK IN NEWSLETTER TO 5,700 SUBSCRIBERS	^	^	^	^	^	
INCLUSION IN BEST OF VENDOR LIST WITH LINK	^	^	^	^	^	
PARTNER PAGE PROFILE WITH LINKS	^	^	^	^	^	^

THE CONFERENCE

HYBRID MARCH 12-13, 2025	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500
LEAD RETRIEVAL—ATTENDEE CONTACT LIST	∧				
LEVEL EXCLUSIVITY IN YOUR SECTOR (CRM, AUCTIONEER, BANKING)	∧				
INVITE TO PRESENT CONTENT LIVE	∧	∧			
LOGO ON DIGITAL ADS	∧	∧			
LOGO IN SIZZLE REEL PROMO VIDEO	∧	∧			
SOCIAL MEDIA CROSS PROMOTION	∧	∧			
OPPORTUNITY TO SUBMIT PRE-RECORDED CONTENT FOR ON-DEMAND VIEWING	∧	∧	∧		
BRANDED SWAG GIVEAWAY	∧	∧	∧		
LOGO ON PROMOTION FLIER	∧	∧	∧	∧	
LOGO ON ELECTRONIC INVITE	∧	∧	∧	∧	
LOGO ON LIVESTREAM LANDING PAGE	∧	∧	∧	∧	
TICKETS TO GIFT TO A NONPROFIT PARTNER	4	3	2	1	
TICKET TO ATTEND	2	2	1	1	1
VIRTUAL TICKETS TO GIFT TO A NONPROFIT PARTNER	6	5	4	3	2
RECOGNITION LIVE FROM EVENT	∧	∧	∧	∧	∧
LOGO ON CONFERENCE WEBSITE PARTNER SCROLL	∧	∧	∧	∧	∧
LOGO ON VIDEO SCREENS	∧	∧	∧	∧	∧
6-FOOT VENDOR BOOTH ONSITE	∧	∧	∧	∧	∧

THE CONFERENCE HOSPITALITY ADD ON OPPORTUNITIES

Enhance your conference sponsor benefits with any of these add ons.

	\$5,000	\$2,500	\$1,500	\$1,000
SCHOLARSHIP FUND: HOST 7 BIPOC ORGANIZATIONS WITH FULL SCHOLARSHIPS TO ATTEND	^			
COFFEE BREAK SPONSOR: LOGO ON BRANDED CUPS		^		
KEYNOTE SPONSOR: LOGO AND INTRODUCTION OF KEYNOTE		^		
PHOTO BOOTH SPONSOR: LOGO ON PHOTO TAKEAWAY		^		
PRODUCT SHOWCASE: WE WILL USE YOUR PRODUCT IN OUR PRODUCTION FOR DEMOS, LOGISTICS, EXPERIENCE			^	
LUNCH SPONSOR: LOGO AND ENGAGEMENT OPPORTUNITY			^	
RECEPTION SPONSOR: HOST A RECEPTION ON NIGHT ONE IN YOUR LOCATION, YOU PICK UP THE TAB AND WE SEND THE AUDIENCE				^



THE PODCAST

44 EPISODES IN SEASON 2	\$25,000	\$10,000	\$5,000
LOGO PLACEMENT ON VIDEO TITLE CARD FOR EACH EPISODE OF SEASON 2	^		
END CARD FOR EACH YOUTUBE EPISODE LINKING TO YOUR YOUTUBE PLAYLIST OR CHANNEL)	^		
MID SPOT: 30 SECOND AD AT THE MIDPOINT OF ALL EPISODES FOR SEASON 2	^		
LISTED AS "THIS EPISODE BROUGHT TO YOU BY" WITH LINKS AND A PARAGRAPH ABOUT YOUR PRODUCT	^	^	
LOGO ON PODCAST SWAG	^	^	
GUEST APPEARANCE WITH LINKS AND PROMOTIONAL OFFERING	^	^	^
LOGO ON PODCAST WEBSITE	^	^	^
SOCIAL MEDIA CROSS PROMOTION TO 3,800 FOLLOWERS	^	^	^
OPEN SPOT: 30 SECOND AD AT THE BEGINNING OF EACH EPISODE FOR SEASON 2		^	
END SPOT: 30 SECOND AD AT THE END POINT FOR ALL EPISODES OF SEASON 2		^	
MID SPOT: 30 SECOND AD AT THE MID POINT FOR ONE TOPIC ALIGNED EPISODE OF SEASON 2			^