



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS
BUILDING
RELATIONSHIPS
FOR GOOD

2023 Partnership **PROSPECTUS**

CULTIVATING
A CULTURE OF **CARE**

ADRP ANNUAL INTERNATIONAL CONFERENCE

Minneapolis
2023



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

ADRP is pleased to offer a sponsorship packaging approach that will afford our sponsors 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.



3 GOOD REASONS TO **Partner with ADRP**

EXPAND YOUR BRAND

With more than 1,800 stewardship and donor relations professionals located throughout the world, getting direct access to key decision makers has never been easier. Our members hail mainly from the US, Canada, and UK; however, our reach extends to Australia, Ireland, Japan, New Zealand, Armenia, and the US Pacific Islands.

CONNECT WITH DECISION MAKERS

Members serve a wide range of organizations, including higher education, healthcare, advocacy organizations, arts, environmental, foundations, social services, and other non-profits. Our members hold influence over a wide-variety of contracting and purchasing decisions.

MEET WITH YOUR EXISTING CLIENTS

Your current customers are important. Continue your brand awareness by being where they are. Don't miss an opportunity to nurture existing relationships with people who already know your value and gather testimonials on the spot for potential clients.



WHO IS ADRP?

ADRP is a diverse community of donor relations professionals sharing education, knowledge, and experience, empowering members to advance their careers and drive excellence in the field.

ADRP is universally recognized as the authority on donor engagement for the philanthropy profession.

ADRP welcomes donor relations professionals from around the globe, providing members access to a community of colleagues who do what they do every day, and who openly share their wisdom, experiences, and resources.



About ADRP Conference Attendees

- Diverse group of more than 400 stewardship and donor relations professionals throughout the US and Canada
- Wide-range in experience levels (35% newcomers, 30% mid-level, and 35% experienced professionals)
- A wide-range of organizations represented including 62% from higher education and 22% from healthcare, with the remaining 16% from social services, advocacy organizations, arts, environmental, foundations, and other non-profits
- 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

ADRP Annual International Conference Sponsor and Exhibitor Packages

Exhibitor | \$1,750 (before 7/1/23)
\$2,000 (after 7/1/23)

At the Conference

- Skirted display table in Exhibit Hall
- One (1) complimentary registration for conference sessions and meals (\$250 for each additional representative)
- Company logo on signage and on schedule-at-a-glance program

Pre- and Post-Conference Promotion

- Company name linked on conference website
- Conference mobile app recognition
- Inclusion in one (1) social media announcement

Note: Must register and pay for package by 9/1/23 to be included in printed materials.

“You could feel the excited energy for the in-person event and the ability to collaborate with each other face to face. Hybrid is the new way to work, but an in-person event like this was exactly what was needed for many who struggle to find solutions to new nuances that occur with the current times. So way to go ADRP, you were spot on with the education sessions and food options.”

Stephanie McCue
Chief Happiness Officer





Bronze Sponsor | \$3,500

At the Conference

- Skirted 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, schedule-at-a-glance, and screens during meals and breaks

Pre- and Post-Conference 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

Note: Must register and pay for package by 9/1/23 to be included in printed materials.

The 2022 International ADRP Conference was truly wonderful! We had a fantastic time connecting with everyone, taking part in the sessions, attending the keynotes, and enjoying everything the conference had to offer. No doubt we'll be back again next year!

Fanny Pozin
Head of Sales, Marketing
and Account Management

envision



Silver Sponsor | \$5,000

At the Conference

- Skirted 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, schedule-at-a-glance, and screens during meals and breaks
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition

Pre- and Post-Conference 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
- 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

Note: Must register and pay for package by 9/1/23 to be included in printed materials.



Gold Sponsor | \$10,000

At the Conference

- Skirted display table at your preferred choice of prime location
- Four (4) complimentary registrations for conference sessions and meals (\$250 for each additional representative)
- Company logo listed on conference signage, schedule-at-a-glance, and screens during meals and breaks
- 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 Promotion

- Inclusion in four (4) 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 Wi-Fi (Your company name as the network connection.)
3. Sponsor the Launch Party

*Selection confirmed after sponsorship payment

Note: Must register and pay for package by 9/1/23 to be included in printed materials.



Platinum Sponsor | \$15,000

At the Conference

- Skirted display table at your preferred choice of 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
- A full-page insert (sponsor provided) in the printed schedule-at-a-glance
- Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity
- Podium recognition
- Priority 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 Promotion

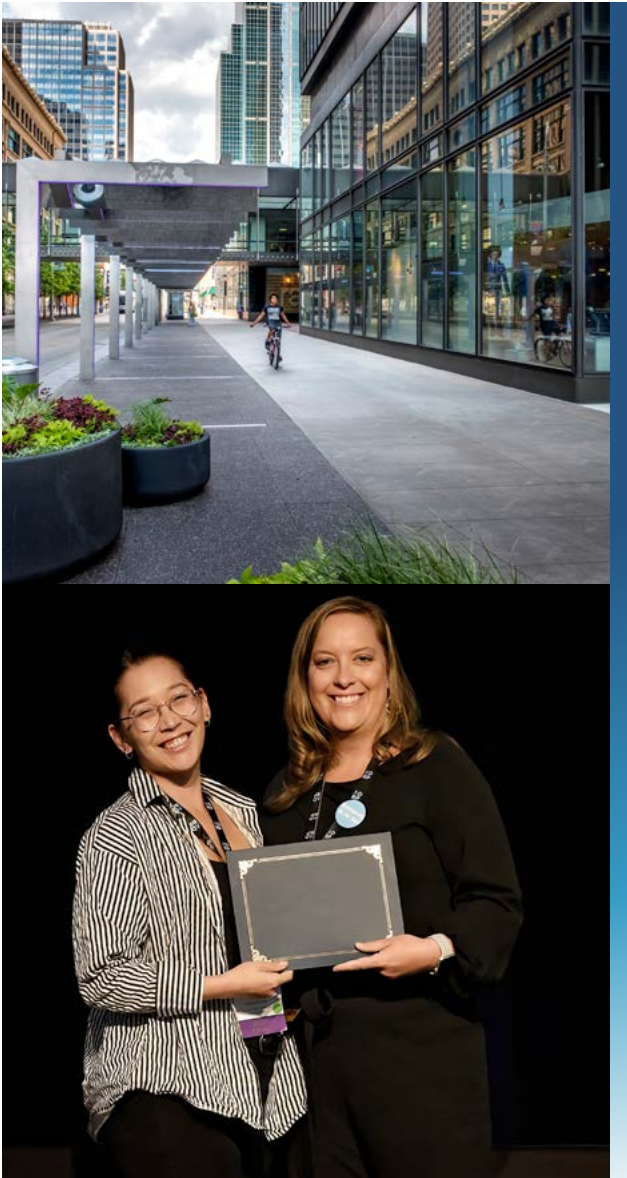
- Inclusion in five (5) social media announcements
- Company logo, link, and short description on conference website
- Recognition in all International Conference-related emails
- Conference mobile app recognition
- Access to delegate list including mailing and email addresses pre- and post-conference 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*

1. Sponsor a keynote
2. Sponsor a workshop
3. Sponsor the networking reception

*Selection confirmed after sponsorship payment

Note: Must register and pay for package by 9/1/23 to be included in printed materials.



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*:

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

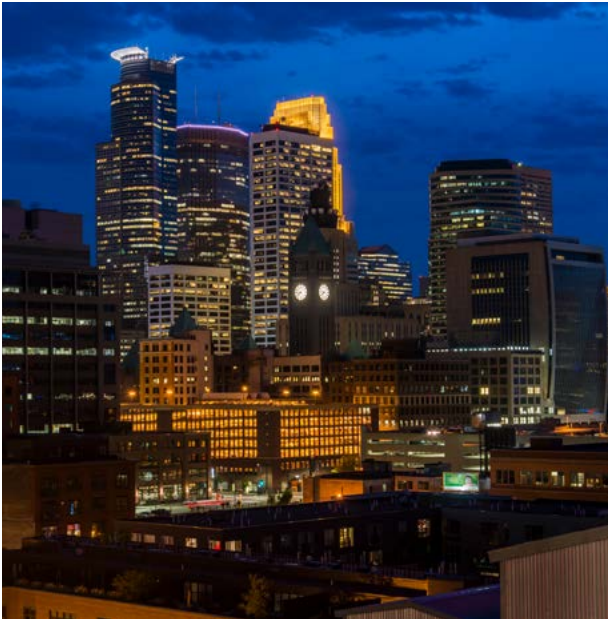
*Must be paired with a sponsor or exhibitor selection. Sponsors will provide the promotional item for each conference attendee, estimated initially at 650 items, plus the price of the sponsorship.

All artwork must be approved by ADRP Office.

“It was incredible to come together with donor relations professionals across the globe at the International ADRP Conference. The environment was one of collaboration where people were eager to connect, share ideas and help one another get unstuck. As a company that values community - that’s just where we want to be! It provided valuable opportunities to communicate our mission, hear directly from our customers and brainstorm new solutions.”

Abby Fox
Chief of Staff

**We are
for Good.**



Sponsorship Opportunities

Can't make it to the conference?

Here are other opportunities to share your message with ADRP members.

By partnering with ADRP your organization can expand its brand and gain access to donor relation professionals of varying experience levels from those who are just entering their career to experienced professionals and key decision-makers.

Sponsorship opportunities range in price and scope, allowing you to choose the level of support that works best for you.

General Sponsorship Opportunities

Webinar Sponsor - \$8,000 SOLD OUT for 2023

Sponsorship of ADRP's regularly scheduled monthly webinar(s), including advertisement on webinar page of website, in *The Hub*, on the title slide of the webinar, and a 30-second live promotion at the end of each webinar.

\$1,000 - Webinar (1)

\$2,500 - Webinars (3)

Webinar Presenter* - \$3,000

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 400px by 100px (or 4:1) banner 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 (200 attendees) and Midwest/Chicago (100 attendees). There will also be a Southeast Donor Relations Conference (SEDRC) in 2023.

Please contact **office@adrp.net** for more information.

Research Sponsorship - \$1,500

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

Please contact **office@adrp.net** for more information.

Sign Up Today!

Signing up as a Corporate Sponsor of ADRP has never been easier.

Select your sponsorship, upload your logo, register your staff and make a payment all in one place through the ADRP website at **conference.adrp.net**.



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



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