



ASSOCIATION OF  
DONOR RELATIONS  
PROFESSIONALS  
BUILDING  
RELATIONSHIPS  
FOR GOOD

# 2024 Partnership PROSPECTUS



**ADRP 2024**  
**TO BE A KID AGAIN:**  
**20 YEARS OF LOOKING UP**

SEPTEMBER 15 - 18, 2024 | INDIANAPOLIS, IN

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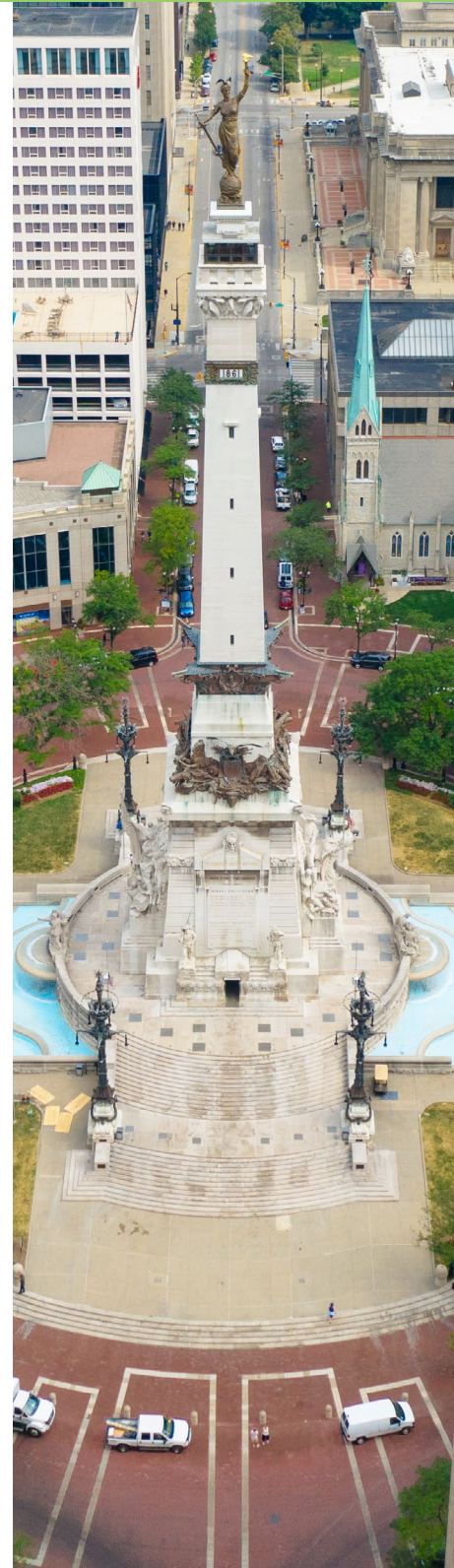
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## **Partnership with Our Corporate Sponsors**

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



# 3 GOOD REASONS TO **Partner with ADRP**

## **EXPAND YOUR BRAND**

With more than 2,000 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, Bahamas, Canada, Ireland, Japan, New Zealand, Singapore, and United Kingdom.

## **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.

## SPONSORSHIP RECOGNITION OVERVIEW

	Platinum* \$15,000	Gold* \$10,000	Silver* \$5,000	Bronze \$3,500	Exhibitor \$2,500
Complimentary registrations for conference sessions and meals	4	4	2	2	1
Social Media Announcements	5	4	3	2	1
Recognition on conference signage and screens during meals and breaks	Top Logo Placement	Optimal Logo Placement	Logo	Logo	Name
Website recognition	Logo & Short Description	Logo	Logo	Logo	Name
Skirted display table in Exhibit Hall	Preferred choice in prime location	Preferred choice in prime location	✓	✓	✓
Recognition in conference marketing and signage	✓	✓	✓	✓	✓
Invitation to VIP Reception	✓	✓	✓	✓	
Access to attendee list	Early Access	Early Access	Early Access	✓	
Recognition at podium, meals, and events	✓	✓	✓		
Tote Bag Inserts	✓	✓	✓		
Sponsor-provided materials on chairs/tables at chosen sponsored engagement opportunity	✓	✓	✓		
Mobile App Push Notifications	2+1 Custom	2	1		
Advertisements in <i>The Hub</i>	3	2	1		
Podium opportunity to address attendees (2–3 minutes)	✓				
Co-present a full session/ case study with an ADRP member	✓				
A Sponsored Blog Post and Feature in <i>The Hub</i>	✓				

\*Sponsorship Engagement Options Available: See individual pages for details.



## 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 (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 | \$2,000** (before 7/1/24)  
**\$2,500** (7/1/24 and after)

### At the Conference

- Skirted display table in Exhibit Hall
- One (1) complimentary registration for conference sessions and meals (\$250 for each additional representative)
- Company name listed on conference signage, schedule-at-a-glance, and screens during meals and breaks

### 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 8/12/24 to be included in printed materials.

***The ADRP conference consistently has great table traffic - overall exposure is well-worth the investment.***

**-2023 Exhibitor**



## 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
- Invitation to VIP Reception

### 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 8/12/24 to be included in printed materials.

*This is a wonderful event that provides great collaboration and conversations among peers and colleagues.*

-2023 Exhibitor



## 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
- Invitation to VIP Reception
- Ability to include promotional piece in attendee tote bags
- 1 Mobile App Push Notification During Conference

### Pre- and Post-Conference Promotion

- Early access (4 weeks prior to conference) to Delegate List, including mailing and email addresses pre- and post-conference for two (2) mailings
- Inclusion in three (3) social media announcements
- Company logo linked on conference website
- Conference mobile app recognition
- One (1) advertisement in *The Hub*

### Sponsorship Engagement Option\* Choose one of the following.

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 8/12/24 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
- Invitation to VIP Reception
- Ability to include promotional piece in attendee tote bags
- 2 Mobile App Push Notifications During Conference

### Pre- and Post-Conference Promotion

- Early access (4 weeks prior to conference) to Delegate List, including mailing and email addresses pre- and post-conference for two (2) mailings
- Inclusion in four (4) social media announcements
- Company logo linked on conference website
- Conference mobile app recognition
- Two (2) advertisements in *The Hub*

### Sponsorship Engagement Option:\* Choose one of the following.

1. Sponsor the Mobile App
2. Sponsor Wi-Fi (Your company name as the network connection.)
3. Sponsor the Welcome Party and Greet Attendees from the Podium

\*Selection confirmed after sponsorship payment

Note: Must register and pay for package by 8/12/24 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, schedule-at-a-glance, and screens during meals and breaks
- 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)
- Invitation to VIP Reception
- Ability to include promotional piece in attendee tote bags
- Two mobile app custom push notifications recognizing your sponsorship PLUS 1 custom notification sent during conference.

### Pre- and Post- Conference Promotion: Choose one of the following.

- Early access (4 weeks prior to conference) to Delegate List, including mailing and email addresses pre- and post-conference for two (2) mailings
- 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
- Three (3) advertisements in *The Hub*
- One (1) spotlight in *The Hub*
- One (1) sponsor-provided blog post
- Exhibitor booth opportunity for regional conferences

### Sponsorship Engagement Options:\* Choose one of the following.

1. Sponsor a keynote
2. Sponsor a co-presented workshop with an ADRP member (60 minutes)
3. Host a product theater demonstration (30 minutes)
4. Sponsor the networking reception.

Note: Must register and pay for package by 8/12/24 to be included in printed materials.

\*Selection confirmed after sponsorship payment.



## Promotional Item Add-Ons

**Promote your company through these unique offerings in addition to your sponsorship/exhibitor level**

- Tote-bags\* | \$1,250
- Lanyards\* | \$1,500
- Notebooks and pens\* | \$2,000
- Key Cards (2 per attendee)\* | \$2,500
- Breakfast Sponsor | \$2,000 (3 opportunities)  
Monday, Tuesday, Wednesday
- Photo Booth\* | \$1,500
- Coffee Station/Barista Cart\* | \$1,000\*\*
- Lead Retrieval | \$400

An inexpensive, efficient, and non-invasive way to quickly acquire attendee leads. Scan attendees' badges with your smartphone or tablet.

\*All artwork must be dual-branded with ADRP's logo and approved by ADRP Office. Prices are for the sponsorship of the item. Sponsor is responsible for additional cost of items.

\*\*Contact the office for options provided by venue.

***We loved the one-on-one time. The networking events were wonderful!***

**-2023 Exhibitor**

# 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/sponsor-exhibit](https://conference.adrp.net/sponsor-exhibit).



We are pleased to also discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact [office@adrp.net](mailto:office@adrp.net) for more information.



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