



ASSOCIATION OF  
DONOR RELATIONS  
PROFESSIONALS  
BUILDING  
RELATIONSHIPS  
FOR GOOD



# 2025 Partnership Prospectus

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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](mailto:office@adrp.net) for more information.



# 3 GOOD REASONS TO Partner with ADRP

## EXPAND YOUR BRAND

With more than 2,200 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.

# 2025 SPONSORSHIP OVERVIEW

	Platinum \$15,000	Silver \$6,000	Bronze \$4,000	Exhibitor \$2,500
Complimentary Conference Registrations <i>Full access to conference sessions and meals</i>	4	2	2	1
Social Media Announcements <i>Posts on Facebook (2.2K followers) and Linked-In (4,574 followers) recognizing and thanking you for your partnership</i>	5	3	2	1
Recognition on Signage, Screens, and Conference Marketing Materials	Top Logo Placement	Logo	Logo	Name
Recognition with Hyperlink on Conference Website & Emails	Logo & Short Description	Logo	Logo	Name
Exhibit Space <i>6' skirted table with two chairs located in General Session room</i>	✓ Preferred Choice of Prime Location	✓ Preferred Choice of Prime Location	✓	✓
Mobile App Message <i>Push notification sent in the conference app with message thanking you for your support of ADRP. Custom Notification: Provide content (250 character max) and hyperlink for message</i>	2 + 2 Custom	2	1	
The Hub Advertisement <i>937x119 pixel ad in ADRP's monthly e-newsletter sent to 2,220+ members</i>	3	2	1	
Invitation to VIP Reception <i>Thursday evening reception with the ADRP BOD and other key volunteers</i>	3	2	1	
Attendee List <i>List of attendees who have opted-in to having their name, title, organization, and email shared sent two weeks prior to the conference and within one week after the conference Early Access: Initial attendee list is sent four weeks prior to the conference</i>	Early Access	Early Access	✓	
Recognition from Podium <i>Verbal recognition from ADRP leaders during conference meals and general session events</i>	✓	✓		
Tote Bag Inserts <i>Opportunity to provide a promotional object to be included in attendee tote bags or a PDF to be pre-loaded in the digital tote bag on the mobile app</i>	✓	✓		
Sponsorship Engagement Option <i>Customize your sponsorship by selecting an engagement opportunity</i>	✓ (see pg 8)	✓ (see pg 7)		
Speaking Opportunity <i>Address attendees with 2-3 minutes of live remarks</i>	✓			
Sponsored Blog Post <i>Submit a blog post to be included on the ADRP website and spotlighted in The Hub e-newsletter</i>	✓			

The Hub  
Ad Example



**Thank you for sponsoring ADRP!**

office@adrp.net | (206) 209-5298



Mobile App  
Notification Example



**ADRP 2025 Conference**

Thank you for sponsoring ADRP. Stop by the Exhibit Hall to learn more!



## 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 7/1/25)

\$2,500 (7/1/25 and after)

### At the Conference

- Skirted 6' display table in Exhibit Hall  
\*Signage needs to be in both English and French
- 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
- Exhibitor Listing in mobile app
- Inclusion in one (1) social media announcement

Note: Must register and pay for package by 8/6/25 to be included in printed materials.



## Bronze Sponsor | \$4,000

### At the Conference

- Skirted 6' display table in Exhibit Hall  
\*Signage needs to be in both English and French
- 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
- One (1) mobile app push notification during conference

### Pre- and Post-Conference Promotion

- Inclusion in two (2) social media announcements
- Company logo linked on conference website in promo emails
- Exhibitor listing in mobile app
- Access to delegate list including email addresses pre- and post-conference for two (2) mailings
- One (1) advertisement in *The Hub*

Note: Must register and pay for package by 8/6/25 to be included in printed materials.



## Silver Sponsor | \$6,000

### At the Conference

- Skirted 6' display table at your preferred choice of prime location  
\*Signage needs to be in both English and French
- 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
- Two (2) invitations to VIP Reception
- Ability to include promotional piece in attendee tote bags
- Two (2) mobile app push notification during conference

### Pre- and Post-Conference Promotion

- Early access (4 weeks prior to conference) to Delegate List, including email addresses pre- and post-conference for two (2) mailings
- Inclusion in three (3) social media announcements
- Company logo linked on conference website and in promo emails
- Exhibitor listing in mobile app
- Two (2) 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)
4. Sponsor the Welcome Party and greet attendees from the podium (+\$3,500)

Note: Must register and pay for package by 8/6/25 to be included in printed materials.

\*Selection confirmed after sponsorship payment.



## Platinum Sponsor | \$15,000

### At the Conference

- Skirted display table at your preferred choice of prime location  
\*Signage needs to be in both English and French
- 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)
- Three (3) invitation to VIP Reception
- Ability to include promotional piece in attendee tote bags
- Two (2) mobile app push notifications recognizing your sponsorship PLUS 2 custom notifications sent during conference

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

- Early access (4 weeks prior to conference) to Delegate List, including 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
- Exhibitor listing in mobile app
- 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 8/6/25 to be included in printed materials.

\*Selection confirmed after sponsorship payment.





## A La Carte & Add-On Items

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

### A La Carte Sponsorship

- Mobile App | \$5,000 - Exclusive Opportunity  
Recognition of sponsorship on signage and marketing materials.  
Custom banner ad with hyperlink in mobile app.
- Wi-Fi | \$5,000 - Exclusive Opportunity  
Recognition of sponsorship on signage and marketing materials.  
Ability to customize the 8 character network password.
- Breakfast Sponsor | \$2,000 - 3 Opportunities  
Wednesday, Thursday, or Friday  
Recognition of sponsorship on signage, marketing materials, and mobile app notification.
- Coffee Station | \$1,000 - 7 Opportunities  
Recognition of sponsorship on signage, marketing materials, and mobile app notification.  
Upgrade to a Barista Cart for an enhanced coffee break!\*\*

### Co-Branded Promotional Items\*

- Tote Bags | \$1,250 + Materials - Exclusive Opportunity
- Lanyards | \$1,500 + Materials - Exclusive Opportunity
- Photobooth | \$1,500 + Materials - Exclusive Opportunity
- Notebook & Pens | \$2,000 + Materials - Exclusive Opportunity
- Key Cards | \$2,500 + Materials - Exclusive Opportunity

### Add-Ons

- Additional Representatives | \$250  
Representative badges have full access to the conference including sessions and meals.
- Lead Retrieval | \$400  
An inexpensive, efficient, and non-invasive way to quickly acquire attendee leads. Scan attendees' badges with your smartphone or tablet. Initial purchase includes two licenses to the lead retrieval portal. Purchase additional licenses for \$175 each.

\*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.

# 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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