



# Elevate

Feb 23-25, 2022

*Sponsorship Information*

## What Is Elevate?

Now celebrating its eighth year, Elevate is a completely virtual conference experience that builds cultural competency and leadership skills in the nonprofit sector.

## Who Attends?

600+ social impact leaders from many different fields, including health and human services, education and the arts.

- Gender = 86% Female; 13% Male; 1% Non-Binary
- Race = 33% Black; 11% Latinx; 3% Asian/PI; 14% Other; 39% White
- Age = 46% 20-34; 41% 35-54; 13% 55+
- Common titles = CEO, VP, Director, Manager, Coordinator

## Who Produces Elevate?

Elevate is produced by the Nonprofit Leadership Alliance, a 501(c)(3) organization. It is powered by Leaderosity—the nonprofit sector’s online talent development solution.

## Who Sponsors?

Past sponsors include 1) Organizations interested in hiring well-qualified, equity-focused social impact leaders; 2) Those interested in getting their products in front of nonprofit decision-makers; 3) Funders whose work focuses on building the sector’s talent pool.

## Why Sponsor?

Leadership is critical to a nonprofit’s ability to *do more good*, and the well-documented talent shortage is hitting our sector hard. Elevate is a proven talent development solution, elevating the cultural competency and leadership capacity of seasoned and emerging leaders alike.

**What:** Elevate 2022  
**Who:** 600 participants, 25 speakers, 20 sponsors and exhibitors  
**When:** February 23-25, 2022  
**Where:** Leaderosity Virtual Platform  
**Contact:** Christa Beall Diefenbach,  
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[www.equityconference.org](http://www.equityconference.org)

# Signature Sponsorship Opportunities

Benefits	\$25K Presenting Sponsor (1)	\$10K Keynote Sponsor (4)	\$5K Gamification Sponsor (1)	\$5K Content Sponsor (3)	\$2.5K Networking Sponsor (1)	\$250+ Scholarship Sponsor
Exclusive	Presenting	Keynote	Conference Games	Track	Networking Events	
Logo on welcome slide for ALL sessions	X					
Intro remarks during conference welcome	X					
Present educational webinar	X	X	X	X		
Promo video (sent via email)	X	X	X	X		
Inclusion in 5 social media posts	X	X				
Logo on conference platform and website	X	X	X	X	X	X
Logo on conference platform homepage	X	X				
Logo and collateral included in scavenger hunt	X	X	X			
Recognition during all keynote sessions	X	X				
Session welcome ad	X	X		X	X	
Educational piece in conference resources (pre-approval required)	X	X	X	X	X	
Virtual expo booth (includes video/flyers)	X	X	X	X	X	
Sponsored email	X	X		X		
Inclusion in pre/post emails sent to attendees	X	X	X	X	X	X
Conference registrations	25	10	5	10	5	
Attendee list (one use)	X	X	X	X	X	

Don't see exactly what you are looking for? Don't worry! We can create a customized sponsorship package starting at \$1,000 that checks all the right boxes. For more information, email [Christa@NLA1.org](mailto:Christa@NLA1.org).