



2024-2025 Sponsorship Opportunities

Conference Sponsorship

Digital Sponsorship

E-Newsletter

Learning & Special Events

Why Sponsor?

1.

Get in front of nonprofit decision makers, board members, volunteers, college students, and funders.

2.

Hire well-qualified, equity-focused, social impact leaders.

3.

Support building a talented and prepared nonprofit workforce.

Annual Website Visits: 500,000+

Social Media Followers: 54,000+

Email Distribution List: 25,000+

CNP Program Attendees Per Year: 700+

Elevate Attendees Per Year: 500+



Elevate

Feb 25-27, 2025

What is Elevate?

Now celebrating its eleventh year, Elevate is a completely virtual conference experience that provides thought leadership and essential resources for nonprofits.

Who Attends?

500+ social impact leaders and career explorers from many different fields, including health and human services, education, climate justice, and the arts.

- Gender = 73% Female; 24% Male; 1% Non-Binary
- Race = 21% Black; 8% Latinx; 5% Bi-racial; 4% Asian/PI; 3% Prefer Not To Say; 59% White
- Common titles = CEO, VP, Director, Manager, Coordinator, College Student, and Volunteers
- Education = 34% Bachelors, 29% Masters, 11% Current Graduate Student, 4% Doctoral, 3% Current Doctoral Student

Who Hosts Elevate?

Elevate is produced by the Nonprofit Leadership Alliance, a 501(c)(3) organization. We change the world by making sure that nonprofit organizations have the talented workforce needed to fulfill their missions.

2024 STATS

505

Elevate Attendees

275+

Organizations
Represented

300+

Social Sector Leadership
Badges Issued

56

Net Promoter Score

Elevate

	\$10K (Gold)	\$5K (Silver)	\$1K (Bronze)	\$500 (Supporter)
Inclusion in social media posts (Audience of over 46K)	X	X	X	X
Logo on conference platform and website	X	X	X	X
Logo inclusion in Alliance newsletter (25K+ subscribers)	X	X	X	X
Logo inclusion in pre/post emails sent to attendees	X	X	X	X
Educational piece in conference resources (pre- approval required)	X	X	X	
Attendee list (one use)	X	X	X	
Present educational webinar to NLA Audience	X	X		
Logo and collateral included in Game Night or Networking Session	X	X		
Sponsored email to attendees	X			
Sponsored message in Alliance newsletter (25K+ subscribers)	X			
Recognition during live keynote sessions	X			
Homepage Announcements or Poll	X			
Conference registrations	30	15	5	1

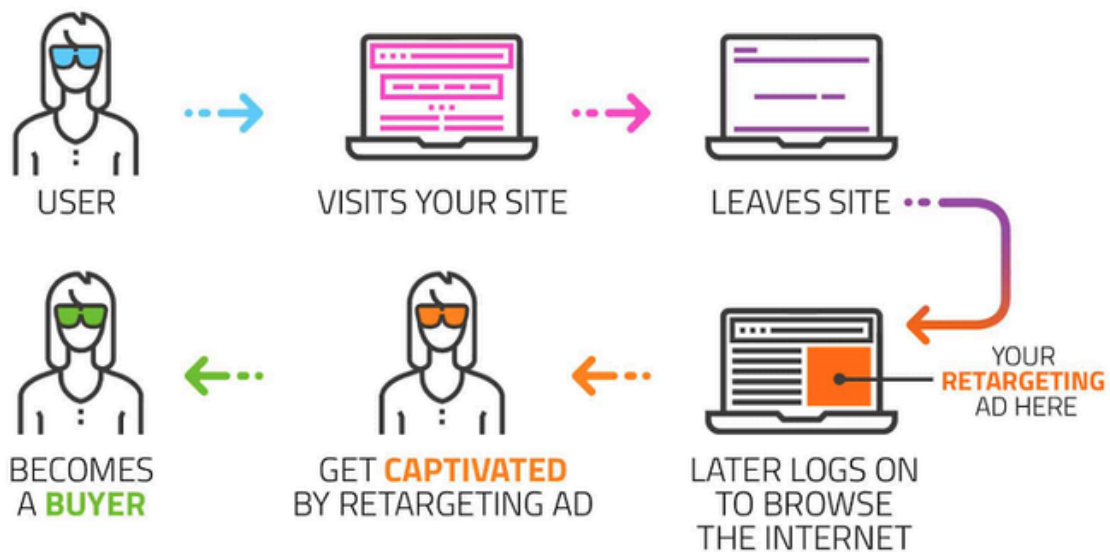
Don't see exactly what you are looking for? Don't worry! We can create a customized sponsorship package starting at \$1,000 that checks all the right boxes. [For more information, email Erica@NLA1.org.](mailto:Erica@NLA1.org)

Digital Sponsorships

Website Retargeting: \$2,500

Ad Retargeting identifies visitors of nla1.org and reaches them anonymously with your ads wherever they go online and surf the web.

By showing relevant, targeted ads to past nla1.org visitors, you increase brand awareness and drive online engagement with your ideal customer.



BASIC
\$2500


VIEWS:
50,000


DURATION:
3 Months

STANDARD
\$3500


VIEWS:
75,000


DURATION:
3 Months

PREMIUM
\$5000

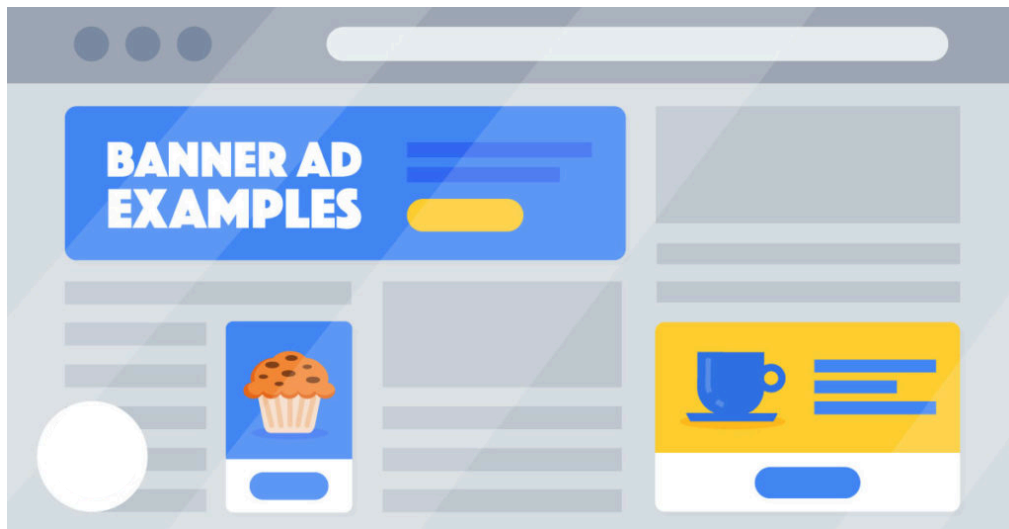

VIEWS:
100,000


DURATION:
3 Months

Digital Sponsorships Cont.

Banner Advertisement on CNP Central: \$500

Include your custom banner advertisement in our internal learning platform, CNP Central! This is where our network of 12,000+ Certified Nonprofit Professionals (CNPs) and CNP Learners login and connect.



CNP Central Blog/Announcement/Poll: \$250

Have something that you want to put in front of Certified Nonprofit Professionals (CNPs)? CNP Central is the best place! Include your sponsored article, blog, announcement, or poll question on the front page of CNP Central for everyone to see!

Sponsored Social Media Post: \$250

Showcase your brand across a vibrant community of 54,000 followers across LinkedIn, Facebook, Instagram, TikTok, and YouTube!

E Newsletter Sponsorships

Sponsored Message in Alliance Newsletter (25K+ subscribers): \$500

Include your logo in our quarterly electronic newsletter, Connections! This is where our network of 25,000+ nonprofit professional get their latest information from the Nonprofit Leadership Alliance.

Text Goes Here

Sponsored Message:

Call To Action

PLACE
YOUR
AD
HERE

Dedicated E Blast (25K+ subscribers): \$1000

Include your sponsored message in a dedicated email to the Nonprofit Leadership Alliance network!

Learning & Special Events Sponsorships

Present an Educational Webinar to NLA Audience: \$2000

Seize the opportunity to present an educational webinar to the Nonprofit Leadership Alliance audience! Share your expertise to our community of 54,000 social media followers, 25,000 email subscribers, and 12,000 CNPs.

Sponsor the Nationally Recognized CNP Professional Track (4 Available): \$5000

Become an exclusive sponsor of our most popular Program, CNP Professional Track! A 6-month facilitator-led cohort designed to move social sector leaders to their next level of leadership.

Sponsorship Benefits

- **6-Month Learning Program:** Your sponsorship covers the entire duration of this intensive program.
- **Opening Session Message:** Deliver a personalized message to our learners at the opening session.
- **Free Registration:** Receive one complimentary registration to earn the Certified Nonprofit Professional (CNP) credential (**valued at \$1,800**).
- **Press Release:** Gain visibility through a press release announcing our partnership.
- **Dedicated E Blast:** Share what's going on at your organization to the Nonprofit Leadership Alliance's network of 25,000+ professionals