



Sponsorship Opportunities

*Nonprofits are changing the world
but who's preparing their leaders?*

Since 1948, the Nonprofit Leadership Alliance (formerly known as American Humanics) has trained nonprofit workers around the nation to lead with purpose and impact!

EIN: 44-0546869

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Kansas City, MO 64108

CertifiedToChangeTheWorld.org



Elevate

Feb 24-26, 2026

What is Elevate?

Now celebrating its 12th year! Elevate is a completely virtual conference experience that provides thought leadership and essential resources for nonprofits.

2025 STATS

650

Elevate Attendees

300+

Organizations
Represented

300+

Social Sector Leadership
Badges Issued

55

Net Promoter Score

Who Attends?

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

- Gender = 80% Female; 19% Male; 1% Non-Binary
- Race = 18% Black; 19% Latinx; 3% Bi-racial; 4% Asian/PI; 1% Middle Eastern; 55% White
- Common titles = CEO, VP, Director, Manager, Coordinator, College Student, and Volunteers
- Education = 34% Bachelors, 27% Masters, 5% Doctoral, 6% High School or equivalent, 16% Current Undergraduate Student, 11% Current Graduate Student, 2% Current Doctoral Student

Who Hosts Elevate?

Elevate is produced by the Nonprofit Leadership Alliance, a 77 year old 501(c)(3) organization. We change the world by making sure that nonprofit organizations have the talented workforce needed to fulfill their missions.

Elevate 2026	\$10K (Gold)	\$5K (Silver)	\$1K (Bronze)	\$500 (Supporter)
Inclusion in social media posts (Audience of over 79K)	X	X	X	X
Logo on conference platform and website	X	X	X	X
Logo inclusion in Alliance newsletter (26K+ subscribers)	X	X	X	X
Logo inclusion in pre/post emails sent to attendees	X	X	X	X
Connect and share resources at your own Virtual Booth	X	X	X	X
Educational piece in conference resources (pre- approval required)	X	X	X	
Sponsored image & message in Alliance email newsletter (26K+ subscribers)	X	X		
Sponsored email to attendees	X			
Recognition prior to live keynote sessions	X			
Live Homepage Announcement or Poll	X			
Conference registrations	30	15	5	1

Add Ons

Advertisement in daily emails (6 Spots Available): **\$250**

Present an Educational Webinar to NLA Audience: **\$1000**

Website retargeting for 3 months - guaranteed 50,000 impressions (3 Available): **\$2,500**

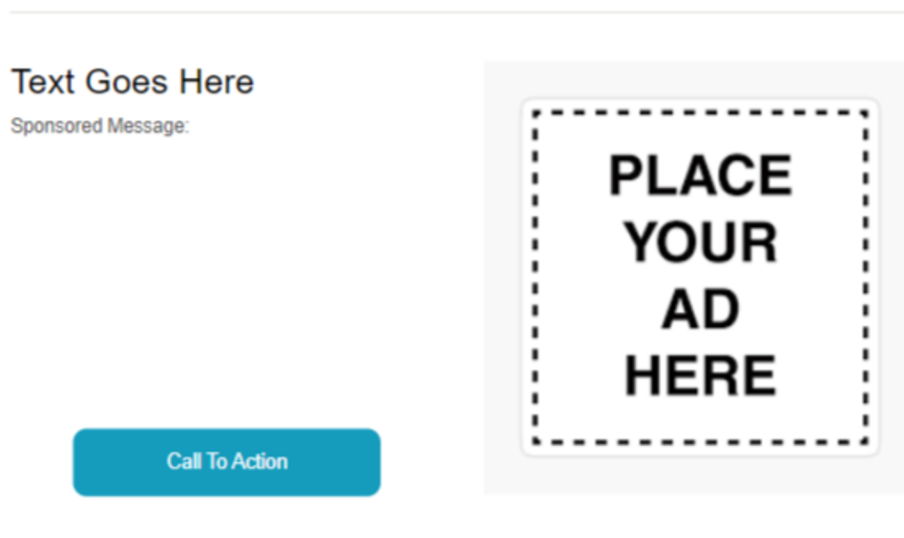
Sponsor the nationally recognized 6-month CNP Professional Track (4 Available): **\$5000**

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)

Sponsorship Add Ons Continued

Sponsored Message in Elevate Daily Attendee Emails (6 spots): \$250 Each

Get in front of Elevate attendees where they're already engaged! Your sponsored message will be featured in one of our twice daily conference emails - sent each morning with schedule highlights and again in the evening with daily recaps. Limited to 1 advertisement per email for maximum visibility.



Present an Educational Webinar to NLA Audience: \$1000

Seize the opportunity to present an educational webinar to the Nonprofit Leadership Alliance audience! Share your expertise to our community of 79,000+ social media followers, 26,000+ email subscribers, and 12,700+ CNPs.

Sponsorship Add Ons Continued

NLA 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

Sponsorship Add Ons Continued

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

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: 79,000+

Email Distribution List: 26,000+

CNP Program Attendees Per Year: 700+

Elevate Attendees Per Year: 500+