

2020
Philanthropy West Virginia's
Virtual Annual Conference
Sponsorship Opportunity



Our signature program serving our diverse and engaged membership reaching local, regional, statewide, and national funders is the Philanthropy West Virginia Annual Conference & Members Meeting.

Your investment in this Annual Conference & Members Meeting as a program sponsor will connect you with the state's most distinguished team of leaders impacting every county in our state and communities in all of our neighboring states.

OUR COMMITMENT:

Investing in local businesses, nonprofits, musicians, and artisans is core to Philanthropy WV's mission. For the 2020 conference, we anticipate that 25 to 40% of the conference sponsorships and registrations to go toward supporting West Virginia small businesses and nonprofits during these challenging times.

The sponsor opportunities are as follows:

<u>SPONSORSHIP:</u>	<u>AMOUNT:</u>	<u>DETAILS:</u>
"Appalachian Spring" Signature Sponsor	\$10,000 <i>(member)</i> \$12,500 <i>(non-member)</i>	This opportunity provides you with prominent visibility throughout the conference and organization including: <ul style="list-style-type: none"> ▪ Signature advertisement on website and event materials ▪ Dedicated ad space in West Virginia's State Journal & Online Publications promoting the conference ▪ An Op-Ed submitted by your firm in a statewide publication that fits your client audience and included on our blog for members ▪ Welcome remarks at opening session and speaker introductions ▪ Hosting a follow-up webinar/virtual meeting with Philanthropy WV Members and send out a message prepared by your firm to our membership plus a direct mail opportunity to all attendees. ▪ Six-month premium ad space on our membership newsletter (quarterly) and member news e-blast (monthly) ▪ Prominent signage and marketing throughout the conference ▪ Participation in all media interviews and announcement videos ▪ Four complimentary conference registrations ▪ Other opportunities as identified to meet your corporate responsibility mission

Spirit of Philanthropy Awards Program Sponsor	\$3,500 <i>(member)</i> \$6,000 <i>(non-member)</i>	<p>Your sponsorship of this remarkable awards program gives your company/organization premium visibility and brand recognition reaching statewide, regional, and local audiences throughout the program (2 to 4 months) including:</p> <ul style="list-style-type: none"> ▪ Signature brand recognition in statewide media markets, social media, and promotions ▪ Joint Op-Ed column in statewide business publication and blog ▪ Continuous online promotion, awardee announcements, and media interviews ▪ Recognition in all conference program marketing ▪ Awarding mini-grant honorariums to nonprofits providing services in response to the pandemic. ▪ Providing welcome remarks and invited to serve as M.C. for the ceremony ▪ Three complimentary conference registrations ▪ Other opportunities as identified to meet your corporate responsibility mission
“Mountain State” Center Stage Keynote Sponsor	\$4,000 <i>(members)</i> \$6,500 <i>(non-members)</i>	<p>Be at the “Center Stage” of the 2020 Annual Conference at this sponsorship level featuring the national/regional leaders before our entire membership and guests. Your company/organization’s brand will be the featured sponsor at your selected keynote on either Monday, Wednesday, and Friday. Your investment provides:</p> <ul style="list-style-type: none"> ▪ Promotion and statewide marketing in all conference promotions and media announcements ▪ Continuous social media and press stories with blogs and guest columns in statewide publications ▪ Reaching participants at work or at home with a direct mail package of your company/organization’s swag ▪ Providing a brief welcome and serving as the moderator of the center stage keynote ▪ Recognition in all conference publications, marketing, and video segments ▪ Opportunity to host a follow-up webinar with our Members ▪ Three complimentary conference registrations
“Vandalia Experience” Full Workshop Session Sponsor	\$3,000 <i>(members)</i> \$4,000 <i>(non-members)</i>	<p>At this sponsorship level, your company will be a part of delivering expert investment and endowment management:</p> <ul style="list-style-type: none"> ▪ Be the lead presenter in delivering expert content for the selected workshop session ▪ Delivery of the brief welcome and provide the speaker introduction ▪ Provide an expert article for Philanthropy WV’s monthly blog and quarterly newsletter ▪ Inclusion in special statewide business publication story/Op-Ed ▪ Recognition in all marketing materials (<i>virtual, print, and media</i>) including the conference website ▪ Opportunity to deliver a follow up webinar with Philanthropy WV members by spring 2021 ▪ Two complimentary registrations to the week-long virtual conference <p>Sponsor of the live broadcast of the program reaching all attendees</p>
“Vandalia Experience” Workshop Session Co-Sponsor	\$1,500 <i>(members)</i> or \$2,500 <i>(non-members)</i>	<p>At this sponsorship level, your company will be a co-program sponsor in delivering:</p> <ul style="list-style-type: none"> ▪ Serving as a panelist in delivering expert investment and endowment management training ▪ Provide an expert article for Philanthropy WV’s quarterly newsletter ▪ Recognition in conference marketing materials (virtual, print, and statewide media) ▪ One complimentary registration to the week-long virtual conference ▪ If you are a member, your company’s expertise will be highlighted on our professional advisor members resource page to reach our 80 plus members

WV Local Investor Sponsor	\$750+ <i>(member)</i> \$2,000+ <i>(non-member)</i>	<p>Philanthropy WV is committed to investing in our local West Virginia and Appalachian businesses, nonprofits, artisans, musicians, and communities. Your sponsorship at this level will provide for:</p> <ul style="list-style-type: none"> ▪ Hosting one of our virtual entertainment sessions with a local musician in opening or during a break of the conference ▪ Purchasing from local businesses and artisans the conference hospitality packet being sent to each attendees' office and/or home and thank you gifts to speakers ▪ Providing scholarships to conference attendees and mini-grants to critical nonprofits responding to the pandemic ▪ Reaching all conference attendees and members through the conference marketing and promotions ▪ Reduced registration rate for the conference
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For more information on sponsorships, please contact Paul Daugherty at paul@philanthropywv.org. We look forward to having your involvement in this year's conference.