Who Attends?
450+ social impact leaders and college students from many different fields, including health and human services, education, climate justice, and the arts.
- Gender = 79% Female; 19% Male; 2% Non-Binary
- Race = 8% Black; 12% Latinx; 5% Bi-racial; 3% Asian/PI; 2% Other; 70% White
- Age = 46% 20-34; 41% 35-54; 13% 55+
- Common titles = CEO, VP, Director, Manager, Coordinator, College Student, and Volunteers

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Who Hosts 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.

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

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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 2024
Who: 450+ participants, 25 speakers, 20 sponsors and exhibitors
When: February 27-29, 2024
Where: Leaderosity Virtual Platform
Contact: Erica Davis, CNP
Erica@NLA1.org

https://nla1.org/elevate-2023
## Signature Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$10K Gold Sponsor</th>
<th>$5K Silver Sponsor</th>
<th>$2.5K Bronze Sponsor</th>
<th>$250+ Scholarship Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present educational webinar</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in 5 social media posts (Audience of over 46K)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Promo video (sent via email)</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on conference platform and website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo and collateral included in Game Night</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Educational piece in conference resources (pre-approval required)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sponsored email to attendees</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo inclusion in pre/post emails sent to attendees</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsored message in Alliance newsletter (25K+ subscribers)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo inclusion in Alliance newsletter (25K+ subscribers)</td>
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<td></td>
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<tr>
<td>Include your job postings on event platform &amp; CNP Central</td>
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<tr>
<td>Attendee list (one use)</td>
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<tr>
<td>Conference registrations</td>
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<td>15</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

### Add Ons

- **Website retargeting for 3 months** - guaranteed 50,000 impressions (3 Available): **$2,500**
- **Intro remarks during conference welcome** (1 Available): **$1,500**
- **Recognition during live keynote sessions** (3 Available): **$1,000**
- **Coffee break networking session** (2 Available): **$500**
- **Homepage Announcements or Poll** (3 Available): **$500**
- **Advertisement on CNP Central & Digest Emails for 3 Months**: **$500**

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.