Philanthropy Network Greater Philadelphia is a hub for the region’s funders, social investors, and impact partners, providing unique opportunities for learning, collective action, and support to advance the effectiveness and impact of their efforts while advancing a culture of inclusion.

**Contact:**
Susie Prue, Chief Relationship Officer
BrandEngage
Susie@brandengagestrategies.com
P: 704-248-2800
C: 978-804-2324

**SPONSORSHIP OPPORTUNITIES**
Philanthropy Network invites you to share in our continued work and increase your organization’s visibility through a sponsorship of our 2021 SPARX Conference! This 3-day conference is an exciting opportunity for you to engage with the regional funders, social investors, nonprofits, and other civic leaders throughout the Greater Philadelphia region.
Philanthropy Network Greater Philadelphia’s SPARX conference is the premier event for regional funders, social investors, nonprofits, and other civic leaders who want to learn, connect, and lead social change in Greater Philadelphia. The event draws high-profile speakers and attendees, attracting a sell-out crowd of over 400 attendees.

**SPARX 2020 – BY THE NUMBERS**
- 476 in attendance
- 2,217 Visits
- 27,559 Desktop Pageviews
- 2,089 Mobile Pageviews
- 759 Public Messages
- 849 Private Messages
- 6,041 Banner Ad Views

**SPONSORSHIP OPPORTUNITIES**

For Philanthropy Network members, sponsorship demonstrates your leadership support for the Network and the philanthropic and nonprofit sectors, while providing an opportunity to share information about your organization’s philanthropic activities.

For non-member professional service providers, this is the perfect opportunity to connect and interact with the region's philanthropic and nonprofit leaders—before and during the event.

Sponsors receive a wide range of benefits, including, but not limited to, extensive recognition before and during the event, speaking opportunities, exhibitor space, and complimentary registrations.
Nonprofit 28%
Private Foundation (family and independent) 23%
Other 13%
Public Charity 11%
Consultant (includes professional service providers) 8%
Corporate 6%
Community Foundation 3%
Government 3%
Academia (Higher Ed and K-12) 2%
Philanthropic Advisory/Wealth Management 1%
<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>Champion $7,500</th>
<th>SUPPORTING $5,500</th>
<th>CONTRIBUTING $3,750</th>
<th>FRIEND $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 second commercial during one general session (MP4 Commercial must be approved by PNGP and received by Sept 22, 2021)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bulletin Blast – Limited Opportunity (see page 5 for details)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo on conference material</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Exhibit booth in Virtual Marketplace (see page 5 for details)</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Session moderator for networking sessions (must stay on topic, this is not intended to introduce your work but to create authentic engagement; limited availability)</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Recognition with logo in pre-event communications, including rotating banner on the conference home page with embedded URL</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Complimentary full conference registrations and opportunity to purchase up to two (2) additional full registrations at early bird rate</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
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EXCLUSIVE SPONSORSHIP ADD-ON OPPORTUNITIES

$1,000 BULLETIN BLAST – LIMITED OPPORTUNITY
Reach conference attendees through e-bulletins (push notifications) during the conference. Content is provided by the sponsor. Content submission deadline is Sept. 22, limited to 500 word count and requires approval from PNGP. Limit of 5

$500 SESSION SPONSOR
Includes report of session attendance*, logo in description on virtual conference agenda and verbal recognition by facilitator as we break (see page 6 for example)

Interested in supporting in another way? Talk to Susie at Susie@brandengagesatategies.com about how you can customize your sponsorship.

MEET UPS OPPORTUNITY

SPARX 2021 INCLUDES MEET UPS ON BOTH WEDNESDAY AND FRIDAY EVENING FOR ATTENDEES AT 3-5 DIFFERENT LOCATIONS IN THE GREATER PHILADELPHIA AREA

WHEN: Wednesday, Oct 6 & Friday, Oct 8
TIME: 5 – 7 pm (time is subject to change)
WHERE: We are still developing the itinerary for these events; if you are interested in sponsoring a meet up, sponsoring one at your location, or have any questions, please contact Susie Prue at Susie@brandengagementstrategies.com
COST: The costs for each of the meet ups vary and are still to be determine. Support of these meet ups will vary accordingly.

*Attendance report is restricted to attendees that opt in.
MODERATE SESSION OR KEYNOTE INTRODUCTION
– limited availability

Champion Sponsor - included
A la carte - $2,000

Both opportunities include report of session attendance*, and logo in description on virtual conference agenda (see page 6 for example)

• Moderate session
  • Moderators must stay on topic, this is not intended to introduce your work but to create authentic engagement
  • Sponsor representative is expected to participate in dry runs and meetings with presenter(s). This will provide moderator a greater understanding of what is being presented and ensure that their technology works correctly for the live session.
  • Time commitment: 2-5 hours pre-event; 1.5 hours for live session

• Keynote Introduction
  • Includes 1 – 2 minutes for sponsor representative to provide a brief company overview and how the organization aligns with the keynote topic.
  • Sponsor representative is expected to participate in dry run and will be provide keynote speaker introduction
  • Time commitment: 1 hour pre-event; 1.5 – 2 hours for live session

Interested? Contact Susie@brandengagestrategies.com for more information

*Attendance report is restricted to attendees that opt in.
Your Content – Your Speaker featured in OUR Agenda!
A la carte - $4,500

- To be considered Sponsor will need to:
  - complete Call for Proposals form found HERE
  - acknowledge Sponsor Session Guidelines
  - ensure that the session is relevant to the conference and provides value to the attendee
  - provide brief 1-2 minute video describing your session as well as brief summary
- Sessions are 40-60 minutes in length
- Session will be LIVE so that presenter is able to engage with attendees and participate in Q&A
  Time commitment: 2-5 hours pre-event; 1.5 hours for live session
- Email Susie@brandengagestrategies.com for more information!

Interested? Contact Susie@brandengagestrategies.com for more information

*Attendance report is restricted to attendees that opt in.
VIRTUAL EXHIBIT BOOTH

Your booth includes:

• Listing on Marketplace
• Logo
• Description
• Link to Organization Website
• Virtual Chat Room during set hours – requires staffing
• Discussion Forum
• Polling
• Files (pdfs, videos, external links)
• Limited to 20 exhibit booths, booths given to first sponsors to commit
### WE WOULD LIKE TO SPONSOR AT THE FOLLOWING LEVEL

- **CHAMPION $7,500**
- **SUPPORTING $5,500**
- **CONTRIBUTING $3,750**
- **FRIEND $2,500**

### EXCLUSIVE SPONSORSHIP ADD-ON OPPORTUNITIES

- **MEET UP Price Varies**
- **BULLETIN BLAST $1,000**
- **LEADERSHIP SESSION $4,500**
- **SESSION SPONSOR $500**

### CONTACT INFORMATION

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<thead>
<tr>
<th>Organization Name:</th>
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<tbody>
<tr>
<td>Address:</td>
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<tr>
<td>Additional Contact Person &amp; Title:</td>
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<td>Phone:</td>
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Please return this form to Susie Prue at Susie@brandengagestrategies by September 22, 2021. All payments must be received by Sept. 22, 2021. Please make checks payable to Philanthropy Network Greater Philadelphia” [EIN# 23-2518417]. If you would like to pay by credit card, please call Matt Smith at 215-790-9700 x13. Please note a 3% transaction fee will charged for all credit card transactions.