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## ABOUT INIE

The mission of the Institute for Nonprofit Innovation and Excellence (INIE) is to strengthen the sustainability and impact of the nonprofit sector through education, collaboration and advocacy.

In 2019, INIE served over 425 servant leaders with an annual conference, over 50 education classes, 4 networking events and one social innovation cohort. Through our 6-week cohort program, IMPACT+, we awarded \$10,000 to three nonprofit organizations to launch or grow a social enterprise. Our advocacy efforts serves the needs of over 2,400 registered nonprofit in the Big Bend area.

## ABOUT THE SUMMIT

**When:** October 1 -2, 2020

**Time:** 9 am – 3 pm

**Where:** Virtual

The big BEND summit (building enterprising nonprofit development) is focused on helping nonprofits go beyond sustainability to becoming thriving organizations through alternative fund development options. Leaders in the nonprofit sector, from board members to development directors to executive directors, will learn how to diversify their revenue streams through grants, social enterprise, donor cultivation, capital/annual campaigns, endowments, sponsorship, special events and more.

Participants will receive a virtual swag bag with product/service savings, gift card to purchase lunch and access to our virtual exhibit hall. The summit will also include the opportunity for attendees to network during our signature Nonprofit After Dark event that will include live music, cocktail demo and TikTok contest.

### Thursday, October 1

Opening day includes a message from Dr. Jim Murdaugh, President of Tallahassee Community College (TCC), lunch and learn with keynote speaker, education workshops and networking event (Nonprofit After Dark)

### Friday, October 2

Closing day includes breakfast with guest speaker, education workshops and awards luncheon.

**CONTACT:** to learn more or to join the summit as a partner, Byron Greene, Program Committee Chair at [bgreene11@comcast.net](mailto:bgreene11@comcast.net) or Felina Martin, INIE Executive Director at [felina@myinie.org](mailto:felina@myinie.org) or 850.201.9766.

## SUMMIT PARTNER INVESTMENT OPPORTUNITIES

### PRESENTING SPONSOR @ \$2,000

- Company name prominently displayed in conjunction with event, **the big BEND presented by (company name)**
- Company representative included in pre-summit promotion video
- Opportunity to conduct a 45-minute webinar during the summit
- Opportunity to open summit with “welcome” and introduce prominent community social activist/leader for “welcome speech”
- Opportunity to conduct “closing remarks”
- Company 30-second commercial aired in opening of summit and included on summit webpage
- Company digital promotion included in attendee “virtual swag bag”
- Company name and/or logo and company web link included on all event registration confirmation pages
- Company logo included on social media advertisements (Facebook and Linked-In)
- Company featured in one monthly INIE newsletter (1,700 distribution)
- One company promotional direct email to INIE membership database (936+)
- Includes 1-year INIE membership (Business Collaborator)
- Registration for 8 attendees

### LUNCH AND LEARN SPONSOR @ \$1,000

- Company name prominently displayed in conjunction with **Lunch and Learn sponsored by (company name)**
- Company representative included in pre-summit promotion video
- Opportunity to introduce the Lunch and Learn keynote speaker
- Company 30-second commercial aired in opening of the Lunch and Learn
- Company digital promotion included in attendee “virtual swag bag”
- Company featured in one monthly INIE newsletter (1,700 distribution)
- Company ad posted on social media channels (4 platforms) (3,433 followers)
- One company promotional direct email to INIE membership database (936+)
- Includes 1-year INIE membership (Business Collaborator)
- Registration for 4 attendees

### **SILENT AUCTION @ \$1,000**

- Company name prominently displayed in conjunction with **Silent Auction sponsored by (company name)**
- Welcome message placed on online silent auction platform with company hyperlink
- Company representative included in pre-summit promotion video
- Company logo placement in online silent auction platform page
- Company 30-second commercial placed on silent auction platform/page
- Company digital promotion included in attendee “virtual swag bag”
- Company featured in one monthly INIE newsletter (1,700 distribution)
- Company ad posted on social media channels (4 platforms) (3,433 followers)
- One company promotional direct email to INIE membership database (936+)
- Includes 1-year INIE membership (Business Collaborator)
- Registration for 4 attendees

### **AWARDS SPONSOR @ \$1,000**

- Company name prominently displayed in conjunction with **Awards Luncheon Sponsor sponsored by (company name)**
- Company representative included in pre-summit promotion video
- Opportunity to introduce the winners of the awards OR serve as event MC
- Company 30-second commercial aired in opening of the Awards Luncheon
- Company digital promotion included in attendee “virtual swag bag”
- Company featured in one monthly INIE newsletter (1,700 distribution)
- Company ad posted on social media channels (4 platforms) (3,433 followers)
- One company promotional direct email to INIE membership database (936+)
- Includes 1-year INIE membership (Business Collaborator)
- Registration for 4 attendees

### **NONPROFIT AFTER DARK \$500**

- Company name prominently displayed in conjunction with event; **Nonprofit After Dark sponsored by (company name)**
- Opportunity to conduct opening “welcome” remarks
- Prominent display of company name/logo throughout virtual event (ZOOM)
- Company logo included on social media graphic announcing winner of online photo contest; opportunity to include company promo item as contest prize
- Company digital promotion included in attendee “virtual swag bag”
- Company featured in one monthly INIE newsletter (1,700 distribution)
- Registration for 2 attendees

### **THE BIG SPONSOR @ \$500**

- Company name prominently displayed in conjunction with education class; **This class/workshop sponsored by (company name)**
- Sponsorship of one class under the following tracks: Grants, Sponsorship, Donor Engagement or Board Development
- Company representative included in pre-summit promotion video
- Opportunity to introduce a class instructor
- Company digital promotion included in attendee “virtual swag bag”
- Company featured in one monthly INIE newsletter (1,700 distribution)
- Company ad posted on social media channels (4 platforms) (3,433 followers)
- One company promotional direct email to INIE membership database (936+)
- Registration for 2 attendees

### **THE BEND SPONSOR @ \$250**

- Company name included with The BEND Sponsors on website
- Company digital promotion included in attendee “virtual swag bag”
- Company ad posted on social media channels (4 platforms) (3,433 followers)
- Registration for 2 attendees

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

**Email:** \_\_\_\_\_

**Are you or your organization an INIE Member? YES or NO**

**Please check the below sponsorship investment option:**

**Payment Method:**

- Check (Payable to: Institute for Nonprofit Innovation and Excellence)
- Credit Card (circle one):    VISA    MasterCard    DISCOVER    AMEX

Card No. \_\_\_\_\_ Exp Date: \_\_\_\_\_

CC (back of card) \_\_\_\_\_

Card billing address, if different than above: \_\_\_\_\_

Authorized Signature

\_\_\_\_\_ Date

Please complete and return the Sponsorship Agreement Form to INIE at [felina@myinie.org](mailto:felina@myinie.org) or mail to: 300 West Pensacola Street, Tallahassee, FL 32301. Deadline for logo submissions is September 1st. Submit logo in .jpeg or .png format to [iniemarket@myinie.org](mailto:iniemarket@myinie.org)  
Questions? Please call 850-201-9766.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE