



# NETWORKPENINSULA

Because strong nonprofits  
are key to thriving communities

## Business Partnership Opportunities • Help us strengthen the nonprofits that matter most to you!

Partners of NetworkPeninsula receive a wide range of visibility through a multitude of venues, including our website, e-Newsletters, social media, monthly workshops, and our annual Forum.

**Our Reach is Your Reach** because our programs,  
and your visibility as our Partner, reach across the Peninsula!

- **1,500+ nonprofit, business and community leaders** have access to our *Weekly E-Newsletters*.
- Our average open rate (**33%**) and click through rate (**16%**) are both well above industry average.
- **13,881 NEW visitors** to our website in 2022, with an average of **735 active** users each month.
- **350+ nonprofit organizations** are served by our Programs.

Partner Opportunities & Benefits	Network Partner \$250/yr	Featured Partner \$500/yr	Executive Partner \$1,500/yr
Welcome as Newest Partner in <i>Weekly E-Newsletters</i> accessed by 1,500+ nonprofits, individuals, businesses, and civic & faith-based groups across the Peninsula.	◆	◆	◆
Spotlight in <i>Weekly E-Newsletters</i> when partnership is renewed. Thank you includes logo, website & short description of business services/products.	◆	◆	◆
Company Logo/Website link in <u>every edition</u> of e-newsletters	◆	◆	◆
Company listing on Partner page with link to your website.	◆		
Company logo and website link on Partner page, welcome on our Facebook page, and recognition throughout the year.		◆	◆
Company listing in online <i>Partner Directory</i> , by service category, with link to your website.	◆	◆	◆
Company logo on signage displayed at Annual Impact Forum held in the fall/winter	◆	◆	◆
<u>Permanent box</u> featured in Weekly E-Newsletters, for 1 year, with option to change copy.			◆
Complimentary registration to Annual Impact Forum	1	1	2
Company listing in event program at Annual Impact Forum	◆		
Company logo in event program at Annual Impact Forum		◆	
Company Ad (½ page) in Annual Impact Forum event program			◆
Designated Table and special recognition in event program			◆

**AMPLIFY YOUR PARTNERSHIP AS A PREFERRED PROVIDER! – Win-Win!** Help us support our nonprofit sector with discounts to help their bottom line, while your company receives added visibility! In addition to the above benefits, you will receive:

- Distinction as Newest **Preferred Provider** in *Weekly E-Newsletters*, with details re: product/service discount.
- Distinction on our Partner page as **Preferred Provider** with details re: product/service discount.
- Distinction in our *Partner Directory* as a **Preferred Provider**.

\*Must include a % discount that is over and above discounts you already offer nonprofit organizations.



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### **2023 Sponsorships Available - Win-Win Opportunities!**

Our Sponsors receive a wide range of visibility through a multitude of venues, including our website, e-Newsletters, social media, and our annual Forum.

### **Value-Added Benefits of Our Program Sponsorships include:**

- Recognition as Exclusive Program Sponsor in all promotions, program mentions, news items & post-event acknowledgments, including emails, list serves, website, social media.
- Spotlight via our social media platform, including Facebook, LinkedIn, Instagram
- Spotlight in *Nonprofit e-Source* and *Community e-Connections* newsletters.
- Company logo on all handouts and PowerPoint presentations for the Program sponsored (for webinars, presentation is emailed to all participants and will include logo.)
- Verbal recognition at the beginning and end of the Program sponsored.
- Recognition as a Program Sponsor for 2023, with logo and website link on Partner page.
- Recognition as a Program Sponsor for 2023, with listing in Partner Directory.
- Recognition as a Program Sponsor for 2023, logo and website link in *Nonprofit e-Source* and *Community e-Connections* newsletters (sent weekly).
- Recognition as a Program Sponsor in the event program distributed to 175+ attendees of our *Annual Impact Forum* (held in the fall), to include your company logo.
- Opportunity to share materials re: your services and/or products with participants at the event(s) that you are sponsoring.

## ***Diversity In... Sponsor***

**\$7,500** (*Presenting Sponsor*)  
**\$2,500** (*Lunch sponsor all; or*  
**\$ 750** *for one sponsored lunch*)

Four 2-hour panel discussions held in April, May, June, and October. This series of panel discussions will feature a diverse panel of corporate, nonprofit, higher education, and faith-based leaders discussing four areas that impact every organization – marketing/community engagement, board recruitment, service delivery, and fundraising/philanthropy - with diversity at the center of the conversation.

Series will be held in Newport News on April 14, May 12, June 9, and October 13.

## ***Board Network Sponsor Powered by...***

**\$2,500** (*Exclusive*)

- Quarterly 1-hour webinars - designed for board members from across the Peninsula to learn more about the roles, responsibilities, and rewards of serving on a nonprofit Board.
- Board member meet ups - these will be held throughout the year both virtually and in person in order for community members serving on boards to meet each other, share challenges, ask questions, and learn about other nonprofits in the area.

## ***HUB Drop-Ins Sponsor Presented by...***

**\$250/session or \$1,500**  
*for series of 8 sessions in 2023*

We will be offering our nonprofits opportunities to send their staff to learn about topics that can help propel their organizations forward and expand their reach out into the community at large.

Topics will be led by local business leaders and include *How to Effectively Use LinkedIn, Using Networking as a Valuable Tool*, and more, including Book Discussions. These 1-hour sessions will be held on Mondays and will include lunch.

## ***Peer-to-Peer Network Sponsor Powered by...***

**\$150/coffee or \$3,500**  
*for 30 coffees held Mar-Dec 2023*

These 1-hour peer groups include *Executive Director Coffees, Development Professional Coffees, Newcomer Coffees, and Volunteer Coordinator Coffees*.

Coffees are held every month and have proven to be valuable opportunities for nonprofit professionals to meet each other, share challenges, ask questions, and know they are not alone.