



**NETWORKPENINSULA**

Because strong nonprofits  
are key to thriving communities

*Join our NETWORKED COMMUNITY and help us help the nonprofits that matter most to you!*

**Belief - NetworkPeninsula** believes strong nonprofits are key to vibrant, connected, and healthier communities.

**Purpose - NetworkPeninsula** builds stronger communities by empowering the nonprofits within them to be successful, and by connecting citizens and businesses to the nonprofits serving their community. We are a trusted leader providing education, advocacy and authentic collaboration opportunities to the nonprofit members we serve.

**Our Mission & Vision – NetworkPeninsula’ mission** is to raise awareness of the needs on the Peninsula, encourage involvement from community-at-large & strengthen the nonprofits working to meet these needs. Our **vision** is a strong nonprofit sector supported by an engaged public who recognize the value of nonprofits and the positive impact they make on the continued health and wellbeing of our communities.

**Supporting the Local Nonprofit Sector Since 2007** – Founded as NetworkWilliamsburg in 2007, the organization changed its name in 2014 to reflect its growth. Today, **NetworkPeninsula** serves the nonprofit sector on the Virginia Peninsula, including Williamsburg, James City County, York County, Newport News, Hampton, Gloucester, Mathews, and Poquoson. **NetworkPeninsula** is a 501c3 organization.

**Website** – [networkpeninsula.org](http://networkpeninsula.org)

**Executive Director** – Karen Dutro, 757-791-3008 (office), [karen@networkpeninsula.org](mailto:karen@networkpeninsula.org)

“Communities only thrive when people with a heart for service get involved. But, much like caregivers, we often neglect to serve those in service. The power of **NetworkPeninsula** is that they support, grow, train, mentor and help the very nonprofits we rely on to keep our community healthy. Without them, who knows where we’d be.”

*Stephanie Heinatz, Consociate Media*



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## Business Partnership Opportunities

*When you join us as a Partner, 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** access 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+** nonprofits are served by our Programs.

### ALL of our Partners receive:

- Spotlight welcome on our social media platforms.
- Welcome in *Weekly E-Newsletters*.
- Spotlight in *Weekly E-Newsletters* upon renewal.

“We have seen firsthand the value of the work NetworkPeninsula provides not only to its nonprofits but also to local businesses in helping to connect us to nonprofits in need of products and services.”

*Florence Santoro,  
ABS Accounting & Bookkeeping Solutions*

Partner Opportunities & Benefits	Network Partner \$600/yr or \$50/mo	Featured Partner \$1,200/yr or \$100/mo	Executive Partner (2) \$2,400/yr or \$200/mo
Company listing & website link on <i>Partner page</i> .	◆		
Company listing & website link in <u>every edition</u> of <i>e-newsletters</i> .	◆		
Company listing & website link in <i>Partner Directory</i> , by service category.	◆	◆	◆
Company LOGO & website link on <i>Partner page</i> .		◆	◆
Company LOGO & website link in <u>every edition</u> of <i>e-newsletters</i> .		◆	◆
Display company promotional materials at our HUB		◆	◆
<u>Permanent box</u> featured in <i>Weekly E-Newsletters</i> .			◆
Company logo in program at <i>Annual Impact Forum</i> .	◆	◆	◆
Complimentary registration to <i>Annual Impact Forum</i>	1	2	3
Company Ad in <i>Annual Impact Forum</i> event program		Half page	Full page
Designated Table, with signage, at <i>Annual Impact Forum</i>			◆

### WIN-WIN! AMPLIFY YOUR PARTNERSHIP AS A PREFERRED PROVIDER

*Support our nonprofits with discounts\* to help their bottom line, and receive added visibility!*

- Distinction on our *Partner page* and *Preferred Provider Page* with details re: 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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## Annual Impact Forum Sponsorship Opportunities

**NetworkPeninsula's Annual Impact Forums** bring together nonprofit leaders, community leaders, and senior-level decision makers from the public and private sectors to discuss emerging issues in the region. A keynote or panel presentation is followed by roundtable discussions, and serves to identify the impact of these issues in our work and in the community at large. Previous topics have included "The Changing Face of Corporate Philanthropy," "Generational Dynamics," and "The Power of Cross-Sector Collaboration."

"NetworkPeninsula fills the gap between what a nonprofit wants to do and the knowledge and structure the organization needs to survive as a community organization...I have been honored to support NetworkPeninsula's Annual Impact Forum for many years now. It provides an opportunity for nonprofits to network with others and to get the information they need to thrive and better serve their constituents."

*Peter Mellette, Mellette PC*

Our Forums annually welcome upward of **150 representatives** of nonprofits, businesses, higher education, civic and faith-based groups, and government agencies from across the Peninsula.

Sponsor Benefits	Table Sponsors	Program Sponsor	Lunch Sponsor	Keynote Sponsor	Presenting Sponsor
<b>11<sup>th</sup> Annual Impact Forum December 7 - Williamsburg</b>	<b>\$350</b> Corporate <b>\$275</b> Nonprofit	<b>\$2,000</b> (1)	<b>\$3,000</b> (1)	<b>\$5,000</b> (1)	<b>\$5,000</b> (1)
Complimentary Tickets	2	3	3	4	4
Logo on all table signage, event signage & program.	◆	◆	◆	◆	◆
Recognition in <i>Weekly E-Newsletters</i> for 4 weeks leading up event.	◆	◆	◆	◆	◆
Recognition on social media for 4 weeks leading up to event.	◆	◆	◆	◆	◆
<b>Network Partnership (\$600 value)</b>		◆	◆	◆	◆
Recognition as Keynote Sponsor at three pre- and post-events				◆	
Ad in Program Booklet		half page	half page	full page	full page
Featured Signage			◆	◆	◆
Promo materials - Registration Table		◆	◆	◆	
Promo materials at each seat				◆	◆
Opportunity to offer intro comments - Forum (Presenting); pre/post events (Keynote)				◆	◆
Business name/logo on invitations					◆
Recognition in ALL NetPen emails and promotions <u>4 weeks</u> prior to event					◆



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## 2023 Program Sponsorships - *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 Facebook, LinkedIn, Instagram social media platforms
- Spotlight in *Nonprofit e-Source* and *Community e-Connections* newsletters.
- Company logo on any handouts/presentations and opportunity to distribute company materials at the Program sponsored.
- 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.
- Listing and link in Partner Directory.
- Recognition as Program Sponsor, 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 all attendees of our *Annual Impact Forum* (held in the fall), to include your company logo.

### Available Program Sponsorships

*The following sponsorship opportunities are available for \$350 each.*

*Executive Director Escapes* - informal early evening get-togethers for EDs to just gather and have fun! Past Escapes have included Axe Throwing and meeting at a local pub for drinks.

*Hub Huddles* –1-hour gatherings on physical and mental health and wellness.

*Board Member Meet Ups* – Open to all Board Members to gather to share challenges, ask questions, gain new perspective, and meet fellow board members!

*Continuing Education Workshops* - for nonprofit staff, Board members & volunteers to help them take the next step in growing their organization and maximizing their impact in the community.

*Board Development Webinars* – to help Board members better understand the roles, responsibilities, and rewards of serving on a nonprofit Board.

### Other:

*Newsletter Sponsor* – “*This edition Powered by...*”

Logo, website link, and chosen copy included in a banner placed directly under our masthead, with option to change the copy as often as you wish.

- Banner placements are available for \$600/qtr in either the [Nonprofit e-Source](#) OR the [Community e-Connections](#), or \$1,000/qtr for both.

*Website Page Sponsor* – “*This page Powered by...*”

Logo, website link, and chosen copy included in a banner placed at the top of the page sponsored, with option to change the copy as often as you wish.

- Banner placements are available for \$1,200 annually on page of your choice.