



# National Association of Education Foundations

## SPONSORSHIP SPEC SHEET

In April 2024, over 185 foundation leaders will convene at **ImpactED**, our national conference, in Tampa, Florida to develop and enhance philanthropic, fundraising, leadership, and operational management skills. Your sponsorship of **ImpactED** will provide knowledge and practical resources to foundation leaders from across the nation.



**National Reach:** By sponsoring **ImpactED**, you will gain access to leaders from **41 states** across the nation, amplifying your brand's reach on a vast scale. These leaders collectively serve **over 20 million children**, representing a substantial segment of the nation's educational community.

**Influence and Impact:** The foundation leaders attending **ImpactED** are not just influencers in their organizations; they directly affect the educational landscape for millions of children. Your sponsorship puts your brand at the forefront of this influential group, allowing you to be part of the conversation that shapes the future of education in America.

**Strategic Alignment:** If your company's mission aligns with educational advancement, child development, or community engagement, supporting **NAEF** is a strategic move. It demonstrates your commitment to these values on a platform that resonates with your corporate social responsibility goals.

Beyond **ImpactED**, our monthly programs provide for an exchange of ideas between foundation leaders, in a collegial environment.

**Foundations Today**, our digital newsletter, is published every other month and read by over 1,500 leaders, each of whom impacts this nation's educational community.

As the nationally recognized professional organization dedicated to the development of education foundations, NAEF is proud that our membership includes:

- ✓ 640 education foundations [charter, college, magnet, private and public] of which 81% serve public education systems.
- ✓ 180 self-identified foundations as in the emerging and developing stages.
- ✓ 1,360 professional foundation leaders, fundraisers, board members, and leaders of education systems of which 70% are decision-makers.
- ✓ Leaders from 41 states across the nation, who serve over 20 million children.



## SPONSORSHIP SPEC SHEET

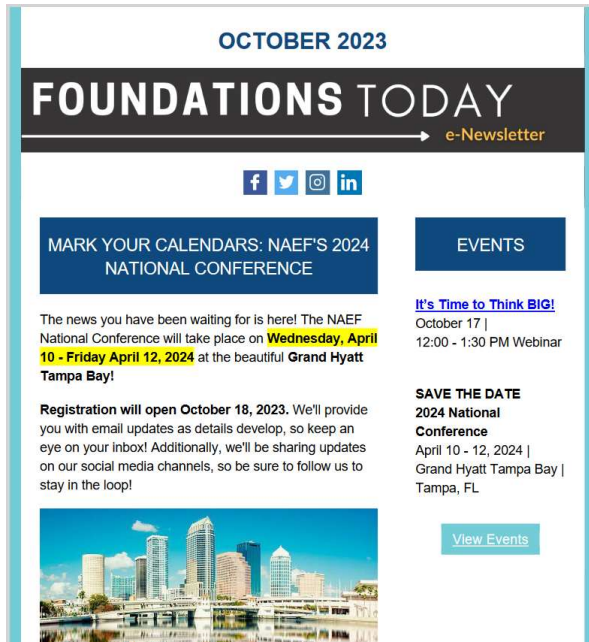
Benefits	Presenting \$25,000	Host \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000	Sponsor \$1,000
<b>Availability</b>	<b>Exclusive!</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>	<b>24</b>
Complimentary conference registrations	7	6	5	4	3	2	1
Conference exhibit table	√	√	√	√	√	√	
Logo and link on conference website	√	√	√	√	√	√	
Inclusion on conference signage	√	√	√	√	√	√	
Inclusion in conference marketing campaign	√	√	√	√	√	√	√
Social media call out	√	√	√	√	√		
Invitation to VIP Sponsor Reception	√	√	√	√	√		
Invitation for two people to the Board Dinner	√	√	√				
Opening Reception Sponsor	√						
Conference welcome session	√						
Conference keynote session		√					
Conference meal sponsor			Lunch	Breakfast	Refresher		
Conference breakout session sponsor							√
Vertical digital advertisements	6			3			
Horizontal Digital advertisements		5			2		
Square digital advertisements			4			1	
Monthly program sponsor	3	2	1				
Logo and hyperlink on sponsor page for 1 year	√	√	√	√	√	√	



**SPONSORSHIP SPEC SHEET**

**ImpactED 2024 – A La Carte Sponsorships**

- Exhibit Booth \$1,950 – Includes table, chairs, electrical, Wi-Fi, meals, and registration list.
- Product Demo Stage \$ 500 – Includes 30 minutes for product demo and sales presentation.
- Additional Company Rep. \$ 375



**Digital Advertising**

Stay in front of foundation leaders with an advertisement in our bimonthly newsletter.

Advertisement	Per Issue	Six Issues less discount
Vertical 300x600 pixels	\$800	\$4,080
Horizontal 728x90 pixels	\$350	\$1,848
Square 250x250 pixels	\$175	\$1,638

Sent to over 3,000 foundation leaders and staff.

48% Open Rate  
3% Click Thru Rate

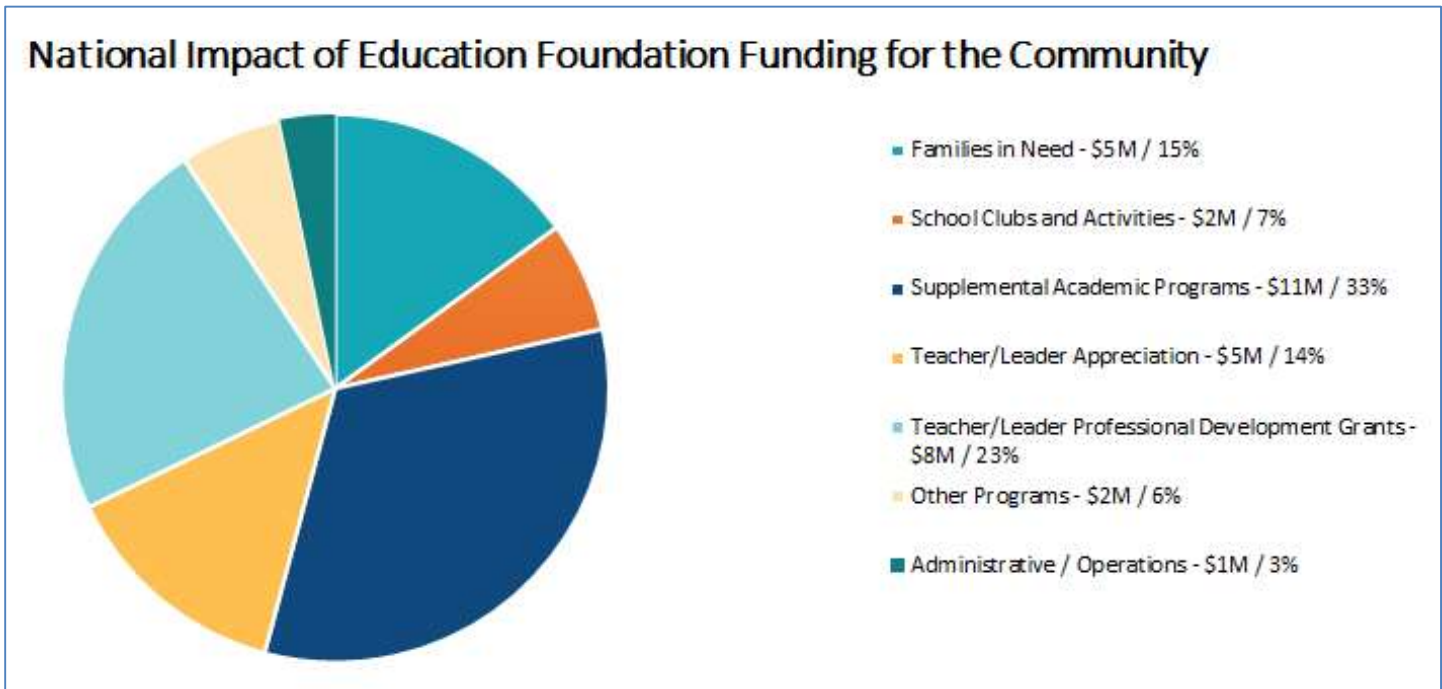


## SPONSORSHIP SPEC SHEET

### Year-Round Website Presence

Show your support of NAEF with your corporate logo and hyperlink on our website.

Corporate logo and hyperlink      \$500



### Make Your Impact on Education

*We work with our industry partners to achieve their goals and to provide them with an opportunity to engage with our members year-round.*

- Peter Constantinou, Executive Director

Contact the NAEF Team today, to confirm your support of education foundation leaders.

[Info@EducationFoundations.org](mailto:Info@EducationFoundations.org) | 410-527-0780, 8 AM – 5 PM ET