

**TECH  
NOW** A TECHNOLOGY  
CONFERENCE  
FOR NONPROFITS

Thursday, October 19, 2017  
DoubleTree by Hilton Hotel  
Monroeville, Pennsylvania

# CONFERENCE SPONSORSHIP

## 2017 OPPORTUNITIES



**BAYER CENTER FOR  
NONPROFIT MANAGEMENT**

Nonprofits build strong communities...we build strong nonprofits.



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## About TechNow

TechNow is the Bayer Center for Nonprofit Management at Robert Morris University's annual conference devoted exclusively to technology for nonprofits. **Thursday, October 19, 2017**, marks our 14th year in bringing this conference to nonprofits in our region.

Each year, we strive to increase the value for all participants. All kinds of nonprofit professionals - IT staff, executives, fundraisers, communications and marketing staff - gather for a stimulating day focusing on the possibilities that technology can bring to their organizations. Our goal is to equip nonprofit professionals with the technology strategies, tools and tactics needed for success in the digital age.

Find us on the web: [www.technowconference.org](http://www.technowconference.org)

## Sponsorship Opportunities

Sponsoring TechNow is a great way to generate awareness about your company and its services. There are a variety of sponsorship opportunities available, each with a unique set of benefits.

Take advantage of this prospect to reach a select audience of nonprofit managers and employees who work with their organization's technology. Attendees will be there ready to learn about new technologies that can help them more efficiently run their nonprofits. We anticipate approximately 150–175 attendees.

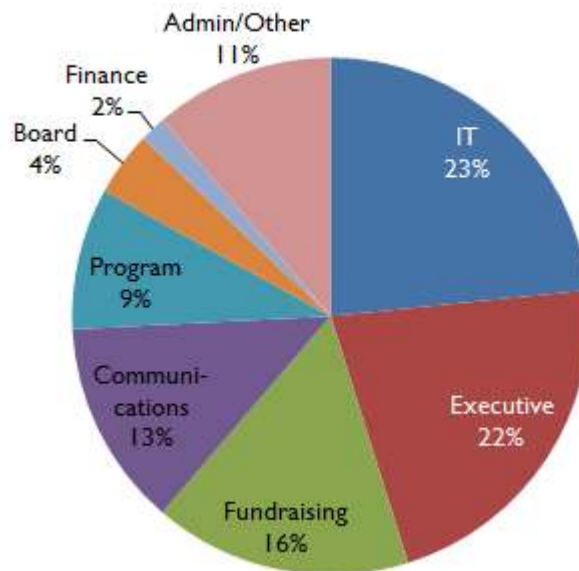
To increase the value for our sponsors, we make only a limited number of overall sponsorships available each year. Sponsorships are sold on a first-come, first-served basis. Sponsorship benefits are non-negotiable and may not be shared or transferred.

To verify the availability of particular sponsorships, please contact Cindy Leonard via phone at 412-397-6007 or via email at [leonard@rmu.edu](mailto:leonard@rmu.edu).

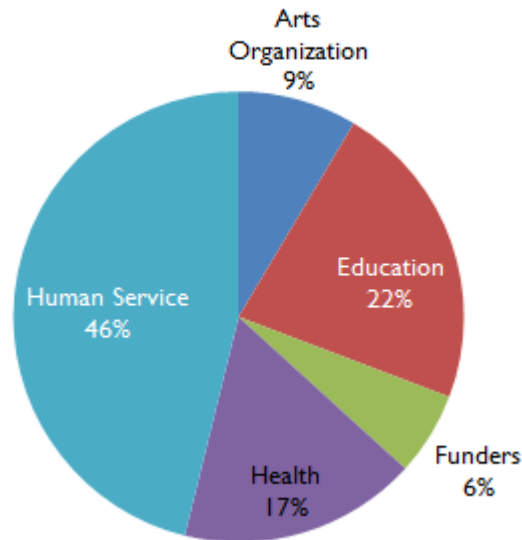
## Who Attends TechNow?

TechNow attracts a wide variety of attendees. When we plan TechNow, we try to build in something for everyone to keep our audience broader and to attract nonprofit leaders as well as technical staff.

### Registrants by Function

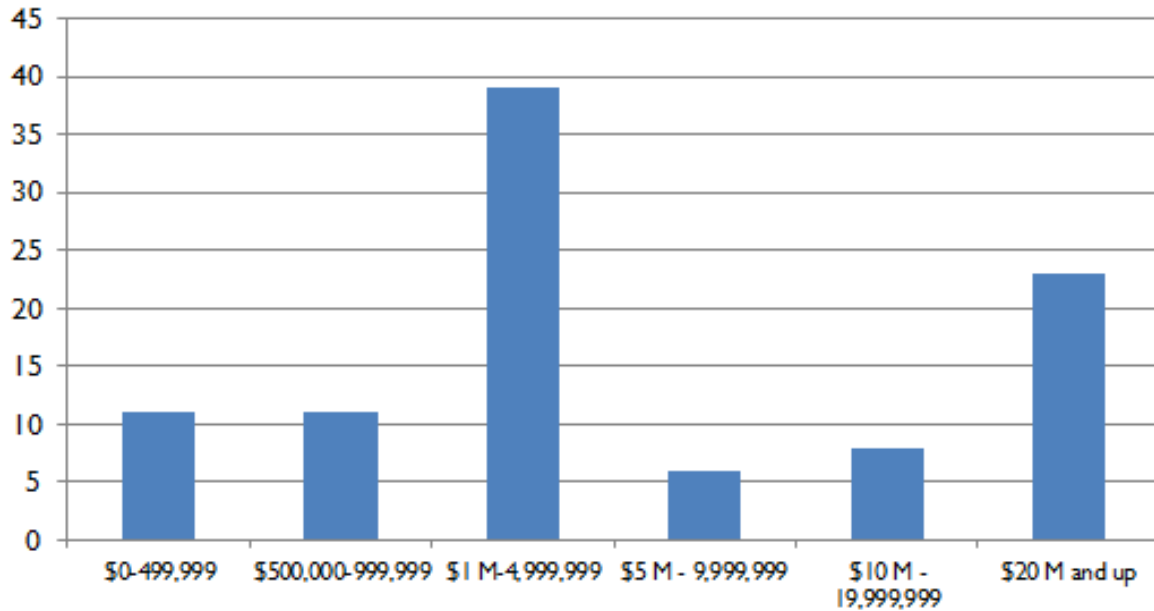


### Registrants by Org Type

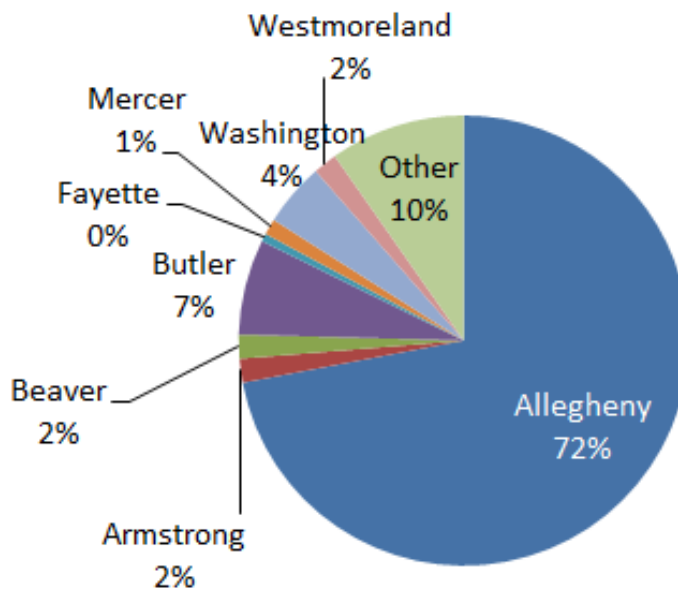


## Who Attends TechNow?

### Registrants by Budget Size



### Registrants by County



## Keynote Speaker

## Aliza Sherman

Digital Strategist,  
Author, Speaker,  
Consultant



Aliza Sherman helped pave the way for women online and in the Internet industry. She is a web and social mobile pioneer whose work helped shape the early new media industry. In addition to starting the first woman-owned Internet company in the early 90s, Cybergrrl, Inc., she has been writing, speaking and consulting about social media since 2006 and social mobile marketing since 2010. She is also well known for her expertise on women's technology and business issues.

She is an advocate of sensible, practical and manageable uses of technology that achieve business goals. She deftly cuts through hype to get to the essence of what tech tools to use and how to use them well for optimal results.

She has written 11 books, most recently *The Happy, Healthy Nonprofit* with Beth Kanter.

## 2017 Sponsorship Opportunities

### HEADLINE SPONSOR ~ \$5,000 ~ 1 Available

- Four (4) conference attendees included
- Two (2) exhibit tables included
- Four (4) VIP seats at luncheon
- Invitation for two (2) to pre-conference dinner with keynote speaker
- Name & logo projected in general session room during all meals & breaks
- Name & logo on front cover & in Sponsors section of program
- Full-page ad in program
- Name & logo on Home and Sponsors pages of conference website
- Name & logo on conference e-blasts & mailers
- Article in the Bayer Center's e-newsletter
- Three (3) mentions on the conference social media channels
- Participation in opening remarks (5 min.)
- One tote bag insert
- Handouts on breakfast tables
- Name & logo printed on conference totes
- Unlimited 25% off discount coupons to give to clients & potential clients
- Attendee contact list post-conference

## 2017 Sponsorship Opportunities

### TOTE BAG SPONSOR ~ \$2,000 ~ 1 Available

- Two (2) conference attendees included
- One (1) exhibit table included
- Two (2) VIP seats at luncheon
- Name & logo in Sponsors section of program
- Half-page ad in program
- Name & logo on Home and Sponsors pages of conference website
- Name & logo printed on conference totes
- One tote bag insert
- Fifty (50) 25% off discount coupons to give to clients & potential clients
- Attendee contact list post-conference

### GOLD SPONSOR ~ \$1,250 ~ 5 Available

- Two (2) conference attendees included
- One (1) exhibit table included
- Name & logo in Sponsors section of program
- Half-page ad in program
- Name & logo on Home and Sponsors pages of conference website
- One tote bag insert
- Twenty (20) 25% off discount coupons to give to clients & potential clients
- Attendee contact list post-conference

## 2017 Sponsorship Opportunities

### SILVER SPONSOR ~ \$625 ~ 8 Available

- Two (2) conference attendees included
- One (1) exhibit table included
- Name & logo in Sponsors section of program
- Name & logo on Home and Sponsors pages of conference website
- Ten (10) 25% off discount coupons to give to clients & potential clients
- Attendee contact list post-conference



## Sponsorship Application Form (page 1 of 2)

### Instructions

- Please fill out this form completely and send with payment via one of the following:
  - Mail: Bayer Center for Nonprofit Management, 339 Sixth Avenue, Suite 750, Pittsburgh, PA 15222 (Attn: Cindy Leonard)
  - Email: [leonard@rmu.edu](mailto:leonard@rmu.edu)
  - Fax: 412-397-6016 (Attn: Cindy Leonard)
- Placement is not guaranteed and no benefits will be granted until payment is received in full. You may pay by check or credit card.
- Sponsorships are accepted on a “first come, first served” basis.
- Sponsorship benefits are non-negotiable and may not be shared or transferred.

### Section 1: Logistics Contact Information

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website URL: \_\_\_\_\_

### Section 2: Description of Services for Conference Program (50 word max)

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## Sponsorship Application Form (page 2 of 2)

### Section 3: Sponsorship Opportunities (Please select your preference)

- Headline Sponsor \$5,000
- Tote Bag Sponsor \$2,000
- Gold Sponsor \$1,250
- Silver Sponsor \$625

### Section 4: Conference Attendees

#### Attendee #1:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

#### Attendee #2:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

#### Attendee #3 (HEADLINE SPONSOR ONLY):

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

#### Attendee #4 (HEADLINE SPONSOR ONLY):

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

*Additional attendees may be registered at the posted rate at [www.technowconference.org](http://www.technowconference.org).*

### Section 5: Payment

Method of Payment:

- Check (payable to "Bayer Center for Nonprofit Management")
- Credit Card (circle one: Visa | MasterCard | Discover | AmEx)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

## Important Sponsorship Deadlines & Details

Please note the deadlines below. Sponsorship fulfillment depends on timely receipt of necessary items from your company. For questions, contact Cindy Leonard at [leonard@rmu.edu](mailto:leonard@rmu.edu) or 412-397-6007.

### Logos (All Sponsors)

#### Due within one week of sponsorship confirmation

- Sponsors must submit logos for use in print and on the web.
- All logos must have a minimum image resolution of 300 dpi.
- Email to: Cindy Leonard at [leonard@rmu.edu](mailto:leonard@rmu.edu).

### Tote Bag Inserts (Headline, Tote Bag and Gold)

#### Due October 1, 2017

- Headline, Tote Bag and Gold sponsors may include a promotional item in the conference tote bags.
- Ship or deliver 200 pieces to:  
Cindy Leonard  
Bayer Center for Nonprofit Management  
339 Sixth Avenue, Suite 750  
Pittsburgh, PA 15222
- Items must be received by the deadline in order to be included in totes.

### Program Book Advertisements (Headline and Gold)

#### Due October 1, 2017

- Ads must be high resolution images at a minimum of 300 dpi. (PNG, JPG, EPS or PDF format)
- Fonts must be embedded in the layout.
- Files should be emailed to Cindy Leonard at [leonard@rmu.edu](mailto:leonard@rmu.edu).
- **Required sizes for ads vary depending on the level of sponsorship:**
  - Headline Sponsor: Full-page ad, 7.5" wide x 10" high
  - Tote Bag Sponsors: Half-page ad, 7.5" wide x 5" high
  - Gold Sponsors: Half-page ad, 7.5" wide x 5" high

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## About The Bayer Center for Nonprofit Management

Thousands of organizations have come to trust the Bayer Center for Nonprofit Management at Robert Morris University as a comprehensive resource for education, consulting, research, and hands-on solutions for every aspect of nonprofit management.

At the Bayer Center, we build a stronger community by helping to build stronger, more knowledgeable nonprofits. We do this through collaboration, patience and relationships, combined with decades upon decades of diverse success experience.

In short, at the Bayer Center, we work with nonprofits: *To provide effective and practical management and governance tools, information, education and research that strengthen nonprofit missions and multiply all investments of time, talent and money in regional nonprofit organizations.*

## About the Technology Program at The Bayer Center

Today, more than ever, nonprofits need to use technology wisely to stay competitive, achieve efficiencies and communicate with constituents.

The Technology Program at the Bayer Center provides direct assistance to nonprofits in the form of technology project assistance and consulting, educational offerings, peer networking opportunities, original research with a local slant, and information/referral services.



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