



**2011 ANNUAL CONFERENCE
SPONSORSHIP AGREEMENT**

**“The New Philanthropists: Prospecting in the 21st Century”
May 19-20, 2011
The Children's Board– Tampa FL**

Event: APRA Florida 2011 State Conference
"The New Philanthropists: Prospecting in the 21st Century"

Date: Promotion: March – May 2011
Conference: May 19-20, 2011

Location: The Children's Board of Hillsborough County
1002 East Palm Avenue, Tampa, FL 33605
www.childrensboard.org

Co-Chairs: Elaine W. Kessinger, Director, Advancement Research, Rollins College
Craig L. Daugherty, Prospect Researcher, Wycliffe Bible Translators

Expected Attendance: 50+

The APRA Florida chapter is a vibrant community of advancement research professionals. Its state-wide conference attracts around 50 attendees and this year is likely to exceed that number with the addition of a pre-conference workshop for beginners being hosted on-site in collaboration with the Nonprofit Leadership Center of Tampa Bay.

All of the conference events are held in the same spacious room. It is a small conference, which means you will be face-to-face with key decision-makers and their staff all day, each day. Your exhibitor materials will be in the room throughout the conference giving you the opportunity to network with attendees as they take breaks and mingle.

Presenting, Dessert and Breakfast sponsors have the amazing opportunity to demo their products to a captive audience of prospect researchers hungry to learn about the latest technology!

In addition to the benefits you receive during the conference, your sponsorship will reach all of our members and our growing list of interested nonprofit organizations with more than ten distinct email messages. As you know, prospect researchers are early adopters of new technology and APRA Florida also plans to drive traffic to the registration webpage with an active social media presence by its board of directors and conference volunteers.

APRA Florida conference sponsorships are a very cost-effective way to brand your company with its target audience – the prospect researchers who recommend and purchase your products in the universities, hospitals and nonprofit organizations of Florida.

**Application Deadline: 4/1/11
Payment deadline: 4/15/11**



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Your sponsorship will reach: 100+ APRA Florida members and friends

In a recent APRA Florida membership survey:

- 73% said they will be purchasing look-up tools and 68% will be purchasing screening services
- 55% percent said they spend \$10,000 or more a year on prospect research tools, with 23% spending more than \$50,000
- 45% percent hold the title “Director” and 27% have the title “Assistant or Associate Director”

APRA Florida 2011 Annual Conference Sponsor Benefits (All benefits are based on time of commitment)	Core Sponsor (exclusive)	Dessert or Breakfast Sponsor (exclusive)	Conference Supporter (limit 3)
Opportunity to present a 30-minute product demonstration at a prime speaking slot	√		
Entitled to display a company sign in a prominent location	√		
Company Logo and brief description in printed conference materials	√		
Receive one (1) complimentary registration for the conference	√	√	
Opportunity to host a 15-minute break-out session over one break during conference. (Session can be used for product demo.)		√	
Opportunity to introduce a speaker		√	
Listed as Sponsor on all promotion related to Annual Conference, including logo and link on all e-marketing	√	√	√
Space to display promotional materials	√	√	√
Receive one (1) registration at APRA-FL membership rate	√	√	√
Sponsor designation on attendee(s) name badge	√	√	√
Verbal recognition of sponsorship at the conference	√	√	√
Receive a list of conference attendees	√	√	√
Sponsorship Investment:	\$1,000	\$550	\$350
Community Recognition:	Priceless	Priceless	Priceless



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SPONSOR INFORMATION

Please Print or Type

SPONSORSHIP LEVEL

Please Indicate Choice of Options

- Core Sponsor - \$1,000**
- Dessert Sponsor - \$500**
- Breakfast Sponsor - \$500**
- Conference Supporter - \$350**

Contact Name	Title	
Organization		
Mailing Address		
City	State	Zip
Phone	Email	

Please direct vendor sponsorship payment to the APRA-FL Chief Financial Officer:

Attention: Marjorie Garvey, Research Analyst
Florida State University Foundation
2010 Levy Ave., Building B, Ste. 300, Tallahassee, FL 32306
850-645-9218 ; mgarvey@foundation.fsu.edu

Application Deadline: **April 1, 2011**
Full Payment Deadline: **April 15, 2011**

Thank you for your support! We look forward to another successful conference.