

2025 Sponsorship Prospectus



Association of Advancement
Services Professionals
Fueling nonprofits. Advancing careers.

About Our Association

Association of Advancement Services Professionals (aasp) is the preeminent network of current and aspiring leaders in advancement services who inform the strategy and direct the operations that fuel and fund nonprofit organizations.

As the only association focused exclusively on bringing a big-picture perspective to the full scope of advancement services across all nonprofit sectors, aasp serves as an authority on best practices, an advocate for the field and an incubator of innovation.

In a rapidly growing and evolving profession charged with managing and leveraging vast amounts of data and information, aasp provides education and tools to help members tackle what's now and prepare for what's next—from emerging technologies to regulatory changes and risk mitigation to systems integration.

MISSION STATEMENT

We strengthen the field of advancement services and the careers of individual professionals by connecting, informing and empowering a network of current and aspiring advancement services leaders.

VISION STATEMENT

We envision a successful future for all nonprofits, advanced by the contributions of our diverse and extensive network of advancement services professionals.

CUSTOMIZE YOUR SPONSORSHIP

aasp recognizes that each sponsoring organization has unique interests and needs. Contact aasp to customize a sponsorship package of available opportunities that will maximize your exposure and stay within your budget.

To customize a package, contact Sarah Getsinger at:



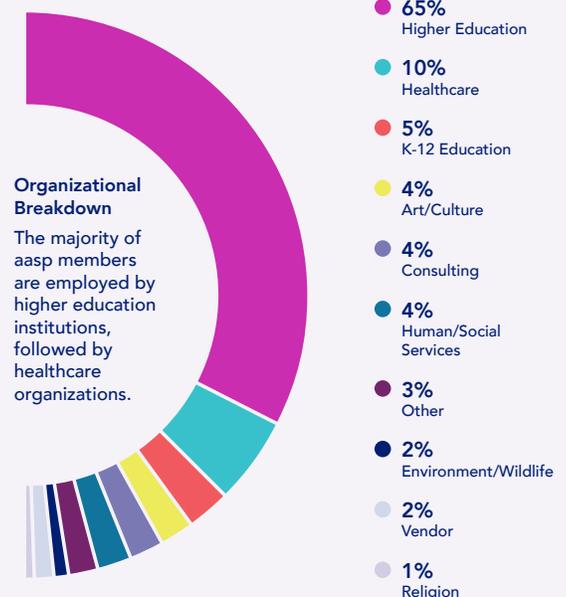
aaspadmin@advserv.org



(206) 803-1292

KEY DUTIES OF ADVANCEMENT SERVICES PROFESSIONALS

- > Facilitate fundraising, gift processing, constituent tracking, relationship management, fund management and stewardship.
- > Provide the essential infrastructure of the advancement enterprise.
- > Position front-line colleagues (fundraisers, alumni officers) for success in relationships with donors, potential donors, volunteers and supporters.
- > Minimize risks that management incurs by accurately recording and reporting fundraising information and by securely managing sensitive data.
- > Understand, explain and apply all regulations and guidelines governing fundraising, gift processing and gift accounting (IRS, CASE, FASB/GASB, etc.).
- > Stay current with trends in philanthropy and with the technical developments that apply to the profession; communicate and lead their organizations in applying these developments.
- > Maintain data quality, acquire new data and perform analytics to improve the ability to raise funds and engage constituents.



Digital Sponsorship Opportunities

WEBINAR SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSOR – \$1,500

6 Available

- ✔ Logo recognition on Website and in NewsBytes
- ✔ Branded Waiting Room
- ✔ Promo Video
- ✔ Access to Webinar attendee list

PROMO VIDEO – \$500

6 Available

- ✔ Provide a promo video no longer than 2 minutes for attendees to view before the webinar starts

BRANDED WAITING ROOM – \$250

6 Available

- ✔ Company logo to be displayed in the waiting room prior to the webinar start for all attendees to see

MARKETING SPONSORSHIP OPPORTUNITIES

COMPANY EVENT PROMO – \$1,000

- ✔ Provide information about your company event or webinar and we will post to the aasp website for all our members and prospective members to see (at least 4 weeks out from event)
- ✔ Promotion of your company event within one of our weekly NewsBytes email which goes out to all members

COMPANY AD

- > 600 x 350 px - \$750 | 4 week reoccurring ad bundle \$2,500
- > 600 x 200 px - \$650 | 4 week reoccurring ad bundle \$2,100
- > 600 x 100 px - \$550 | 4 week reoccurring ad bundle \$1,700

- ✔ Provide a company ad to be listed in weekly NewsBytes emails to all members (ad must be in one week prior to send date)

aasp Summit



WHO ATTENDS SUMMIT

Last year's Summit brought together over 500 industry leaders, innovators, and decision-makers within the Advancement Services industry. Attendees came from a wide range of sectors, including technology, finance, healthcare, and education, ensuring a vibrant exchange of ideas and opportunities for meaningful connections.

Attendee Professional Titles Include:

- > CEO, COO, and other C-Suite Executives
- > Associate, Assistant, and Senior Directors
- > Business, Gift, and Data Analysts
- > Associate, Assistant, and Senior Vice Presidents
- > And more!

2025 SUMMIT

September 9-12, 2025
Peppermill Resort Spa Casino
Reno, NV



PRELIMINARY 2025 EXHIBIT SCHEDULE

Date	Time	Event
Tuesday, September 9, 2025	12:00 - 5:00 PM	Move In
Wednesday, September 10, 2025	8:00 - 10:00 AM	Move In
	10:30 AM - 5:30 PM	Exhibit Hall Hours
Thursday, September 11, 2025	Various	Breaks in Exhibit Hall
	10:30 AM - 5:30 PM	Exhibit Hall Hours
Friday, September 12, 2025	Various	Breaks in Exhibit Hall
	8:00 - 10:30 AM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall

2025 Summit Sponsorship Opportunities

September 9 - 12, 2025 | Peppermill Resort Spa Casino | Reno, NV

Sponsor Benefit	Capstone (Exclusive) \$22,000	Platinum \$17,000	Gold \$12,000	Silver \$9,000	Bronze \$6,000	Exhibit Booth \$3,500	Exhibit Table Top* \$2,500
Exhibit Space	20'x20'	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'	6' Table
Booth Representatives	5	4	3	2	1	1	1
Recognition on aasp website, emails, app	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on Event Signage	Logo	Logo	Logo	Logo	Logo	Name	Name
Pre/Post Attendee List	☑	☑	☑	☑	☑	☑	☑
Sponsor Exclusives	☑	☑	☑	☑	☑		
Mobile App Notifications	2 custom	1 custom	2	1	1		
Vendor Directory Listing	Premium	Premium	Basic	Basic			
Pre-Summit Sponsor Email	Individual	Group	Group				
Post-Summit Email	Individual	Group	Group				
60-Minute Session at Summit	☑	☑	☑				
aasp Organizational Membership	☑	☑					

* First-Time Sponsors Only

BENEFITS GLOSSARY

Exhibit Space

- > Includes 6' table, 2 chairs, wastebasket, and ID sign
- > Booths come with 8'H backwall and 3'H siderail drape

Booth Representatives

- > Access to socials, exhibit hall, and meals only

Pre/Post Attendee List

- > Pre: two weeks prior to event
- > Post: one week after event
- > Includes all opt-in attendees' names, organizations, titles, and email addresses

Mobile App Notifications

- > Will include your company name and a prompt to visit your booth
- > Custom Notifications: Provide up to a 150-character limit notification to go out to Summit attendees

Vendor Directory Listing

(for year of sponsorship)

- > Premium: Linked Company Name, Company Description, Linked Logo, Contact Information, Category, Linked Website
- > Basic: Linked Company Name, Linked company Logo, Category, Linked Website

Pre-Summit Email

(sent two weeks out from event)

- > Individual: Custom email to Summit registrants
- > Group: Linked Logo, Company Name, Company Description, and Booth Number

Post-Summit Email

(sent two weeks after event)

- > Individual: Custom email to Summit registrants
- > Group: Thank you to all of our sponsors with linked logo

60-Minute Session at Summit

- > First come, first serve (10 available)
- > Present a 60-minute sponsored session at Summit
- > Up to two registrants at the speaker rate

aasp Organizational Membership

- > Includes 2 people (additional people will be at the \$240 rate)
- > If your organization has already paid for a membership, we will add two additional people to your organizations membership with your current expiration date

2025 Summit Sponsorship Opportunities

September 9 - 12, 2025 | Peppermill Resort Spa Casino | Reno, NV

SPONSORSHIP EXCLUSIVES

CAPSTONE EXCLUSIVES – \$22,000

- ✔ Exclusive Sponsorship of Summit app
- ✔ Track Sponsor, first opportunity to select track and intro all sessions within track
- ✔ Opportunity to provide live remarks or pre-recorded video (1-2 minutes) to be played at the start of the Summit

PLATINUM EXCLUSIVES – \$17,000

Opening Keynote (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the opening Keynote

President's Reception (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the President's Reception

Executive Session/Elevate (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Executive Session and leave collateral in the workshop rooms

Data Science/AI Workshop (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Data Science/AI Workshop and leave collateral in the workshop rooms

Summer Series (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Summer Series webinars

Gift Administration Workshop (1 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the Gift Administration Workshop and leave collateral in the workshop rooms

GOLD EXCLUSIVES – \$12,000

Lanyards (1 Available)

- ✔ Company logo featured on attendees' lanyards (600 count)

Hotel Key Card (1 Available)

- ✔ Company logo featured on attendees' hotel keys (600 count)

Track Sponsor (4 Available)

- ✔ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of one (1) of the following proposed track sessions and leave collateral in session room
 - > Leadership
 - > Operations/Organizational Development
 - > Prospecting/Strategic Planning
 - > Technology
 - > Data

PLUS UPGRADE – \$3,000

Upgrade your Platinum or Gold Sponsorship to the PLUS level to receive these additional benefits:

- ✔ Post Summit Sponsored Email - Custom email sent within two weeks after the event to Summit registrants
- ✔ Custom Push Notification - Mobile app message (150 character limit) sent to Summit attendees

2025 Summit Sponsorship Opportunities

September 9 - 12, 2025 | Peppermill Resort Spa Casino | Reno, NV

SPONSORSHIP EXCLUSIVES (CONTINUED)

SILVER EXCLUSIVES – \$9,000

Tote Bag (1 Available)

- ✔ Company logo featured on attendees' tote bags (600 count)

Themed Break (4 Available)

- ✔ Company logo featured on signage during a popular themed break in the exhibit hall

Charging Lounge (1 Available)

- ✔ Custom branding options in the charging lounge located in the exhibit hall

BRONZE EXCLUSIVES – \$6,000

Activity Sponsor (2 Available)

- ✔ Company mentioned in app notifications and marketing about being the Activity sponsor
- ✔ Logo recognition on signage featured at the social event (evening outing, tour, etc.)

Podcast Station (1 Available)

- ✔ On air recognition as Podcast Station sponsor in special Summit podcast episode
- ✔ Logo recognition on signage at the Podcast Station in the exhibit hall

Hand Sanitizer Stations (1 Available)

- ✔ Company logo featured on hand sanitizer stations scattered throughout the conference

Volunteer Reception (1 Available)

- ✔ Ability to place promotional materials on reception tables
- ✔ Logo recognition on signage at Volunteer Reception

Navigate Workshop (1 Available)

- ✔ Company mentioned in app notifications and marketing about being the Navigate Workshop Sponsor
- ✔ Logo recognition on signage at workshop

2025 Summit Sponsorship Opportunities

September 9 - 12, 2025 | Peppermill Resort Spa Casino | Reno, NV

A LA CARTE SPONSORSHIP OPPORTUNITIES

WIFI SPONSOR – \$5,000

1 Available

- ✔ Company logo featured on WIFI login page
- ✔ Signage around Summit with WIFI login information
- ✔ Recognition on the Summit website, emails, and app

WIFI Upgrade: Add on an additional branding opportunity that will show after the login screen

- ✔ +\$1,000 Custom slide show
- ✔ +\$2,500 Custom slide show AND video clip

INNOVATION LAB – \$3,000

3 Available

- ✔ Dedicated space to provide uninterrupted demos to attendees for a two hour slot

ROOM DROP SPONSOR – \$2,500

5 Available

+ DROP FEE*

- ✔ Opportunity to provide an item that will be dropped at aasp Summit attendees' hotel rooms; this can be directed towards all or a select group of attendees
- ✔ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)

*Drop Fee (per room): \$3 delivery to outside room, \$5 delivery to inside room

WELCOME GIFT – \$1,000

5 Available

- ✔ Opportunity to provide a branded item to be given away to each Summit attendee upon check-in for the event (600 total)
- ✔ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)

BREAKFAST SPONSOR – \$1,000

2 Available

- ✔ Premier logo recognition featured throughout one of Summit's daily breakfasts
- ✔ Recognition on the Summit website, emails, and app

LEAD RETRIEVAL – \$350

Includes two licenses

- ✔ Understand who is visiting your booth by upgrading your booth with lead retrieval
- ✔ Access to real-time reports
- ✔ Scan from your mobile phone or tablet
- ✔ Additional licenses can be purchased at \$175 each

ADDITIONAL EXHIBITOR REPRESENTATIVE – \$275

Per representative

- ✔ Access to socials, exhibit hall, and meals only

> If you are looking to attend the full Summit, you would need to register as a regular attendee

APP PUSH NOTIFICATION – \$250

10 Available

- ✔ Provide up to a 150-character limit notification to go out to Summit attendees