



aasp 2026 SUMMIT

September 22-25, 2026
Milwaukee, Wisconsin

Sponsorship Handbook

Specifications & Deadlines



Association of Advancement
Services Professionals
Fueling nonprofits. Advancing careers.

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LOGO - PRINTED MATERIALS

DUE BY: AUGUST 20, 2026

Upload your organization's logo for use on printed materials included with your sponsorship.

LOGO SPECS

Resolution: Min. of 300 dpi

File Format: Native (.ai, .eps, .pdf, .svg)

[LOGO UPLOAD](#)

MOBILE APP NOTIFICATION - CUSTOM

DUE BY: AUGUST 31, 2026

Sponsorship: Capstone, Platinum, PLUS Packages, À La Carte

Custom message sent through the conference mobile app to all users.

MESSAGE SPECS

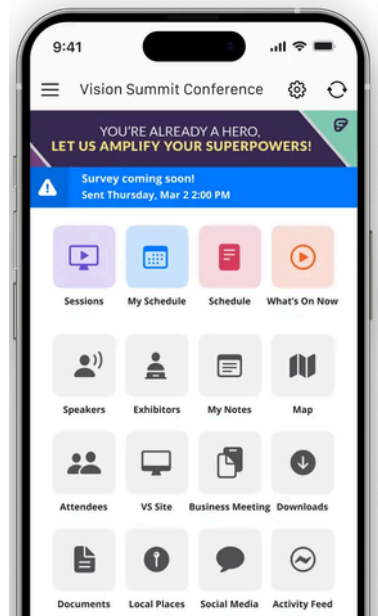
Qty: Capstone - 2

Platinum - 1

PLUS - 1

A La Carte - # Purchased

Content: See template



[DOWNLOAD TEMPLATE](#)

[SUBMIT NOTIFICATION](#)

INNOVATION LAB

DUE BY: September 10, 2026

Sponsorship: À La Carte

Submit a short description of your Innovation Lab to be included in the conference app.

[SUBMIT DESCRIPTION](#)

ORGANIZATIONAL MEMBERSHIP

DUE BY: AS SOON AS POSSIBLE

Sponsorship: Capstone, Platinum

Add two individuals to your aasp organizational membership. Submit their name and email address to have them added.

[SUBMIT MEMBERSHIP INFO](#)

SPONSOR SESSION

SESSION CONTENT DUE BY: APRIL 24, 2026

SPEAKER BIO & HEADSHOTS DUE BY: JUNE 26, 2026

PRESENTATION & MATERIALS DUE BY: AUGUST 31, 2026

Sponsorship: Capstone, Platinum, Gold

Submit details for your 60-minute session presentation.

[SUBMIT SESSION CONTENT](#)

[SUBMIT SPEAKER INFO &
PRESENTATION](#)

SPOTLIGHT EMAIL - INDIVIDUAL

DUE BY: August 25, 2026

Sponsorship: Capstone (Pre & Post), PLUS Packages (Post Only)

Custom spotlight email featuring your provided content sent to all registered attendees 1-2 weeks before and following Summit.

EMAIL SPECS

Message Content: Preferred text length is between 250-300 words. Any images should be at least 600 pixels wide. You will be provided a proof of the email for review and approval prior to it being sent.

File Format: Complete the template below or provide html code of message content in a Word Document.

[DOWNLOAD TEMPLATE](#)

[SUBMIT SPOTLIGHT CONTENT](#)

VENDOR DIRECTORY LISTING

DUE BY: AS SOON AS POSSIBLE

Sponsorship: Capstone, Platinum, Gold, Silver

Company listing in the aasp vendor directory for the year of your sponsorship. The information in your MapDynamics exhibitor profile will be used to create your vendor directory listing. Please review your listing and notify aaspadmin@advserv.org of any changes needed.

DIRECTORY SPECS

Premium (Capstone & Platinum): Linked company name & logo, description, categories, contact information, linked website

Basic (Gold & Silver): Linked company name & logo, categories, linked website

[REVIEW DIRECTORY LISTING](#)

SPONSORSHIP EXCLUSIVES

Please review the chart below to see which items are included with your sponsorship exclusive selection. The following pages contain more details for submitting the necessary items for your sponsorship.

EXCLUSIVE	RECOGNITION & BRANDING	PODIUM OPPORTUNITY	ADDITIONAL
Conference App	Signage & Marketing Materials Banner Ad (see pg. 10)		
Summit Welcome		Live Remarks or Promo Video	
Opening Keynote	Signage & Marketing Materials	Live Remarks or Promo Video	
President's Reception	Signage & Marketing Materials	Promo Video	Display Pop-Up Banner & Branded Items
Summer Series	Marketing Materials	Promo Video	Summer Series Attendee List
Headshot Lounge	Signage & Marketing Materials Post-Conference Custom Email Message		Display Pop-Up Banner & Branded Items
Session Track	Signage & Marketing Materials	Promo Video	Display Pop-Up Banner & Branded Items
Sponsored Items: Key Cards, Lanyards, Tote Bags	Key Cards (see pg. 11) Lanyards (see pg. 12) Tote Bags (see pg. 12)		
Charging Lounge	Signage OPTION: Custom Decals (see pg. 13)		Display Pop-Up Banner & Branded Items

SPONSORSHIP EXCLUSIVES

Please review the chart below to see which items are included with your sponsorship exclusive selection. The following pages contain more details for submitting the necessary items for your sponsorship.

EXCLUSIVE	RECOGNITION & BRANDING	PODIUM OPPORTUNITY	ADDITIONAL
Library	Signage & Marketing Materials		Display Pop-Up Banner & Branded Items
Paws for a Break	Signage & Marketing Materials OPTION: Custom Decals (see pg. 13)		Display Pop-Up Banner & Branded Items
Pre-Conference Workshops: <i>Elevate, Data Analytics, Gift Administration</i>	Signage & Marketing Materials	Promo Video	Display Pop-Up Banner & Branded Items
Activity	Signage & Marketing Materials		Display Pop-Up Banner & Branded Items
Networking Break	Signage & Marketing Materials		Display Pop-Up Banner & Branded Items
Podcast Station	Signage OPTION: Custom Decals (see pg. 13)		Display Pop-Up Banner & Branded Items
Volunteer Reception	Signage & Marketing Materials		Display Pop-Up Banner & Branded Items
Navigate Workshop	Signage & Marketing Materials		Display Pop-Up Banner & Branded Items

SPONSORSHIP EXCLUSIVES - RECOGNITION

DUE BY: AUGUST 20, 2026

Upload your organization's logo for use on printed materials included with your sponsorship.

LOGO SPECS

Resolution: Min. of 300 dpi

File Format: Native (.ai, .eps, .pdf, .svg)

[LOGO UPLOAD](#)

SPONSORSHIP EXCLUSIVES - PODIUM REMARKS

DUE BY: SEPTEMBER 10, 2026

Sponsorship Exclusive: Summit Welcome, Opening Keynote

Email your speaker's name, title, and headshot to aaspadmin@advserv.org. You will be provided with a script link closer to the conference to enter in your 1-2 minutes of remarks. Option to provide a 1-2 minute promotional video in lieu of delivering live remarks.

[SUBMIT SPEAKER INFO](#)

SPONSORSHIP EXCLUSIVES - PROMO VIDEO

DUE BY: SEPTEMBER 10, 2026

Sponsorship Exclusive: President's Reception, Summer Series, Track Sponsor, Pre-Conference Workshops (Elevate, Data Analytics, Gift Administration)

Submit your 1-2 minute promotional video to be played during your sponsored event.

VIDEO SPECS

Length: 1-2 minutes

File Format: MP4

[UPLOAD VIDEO](#)

SPONSORSHIP EXCLUSIVES - BRANDED ITEMS

DUE BY: AS SOON AS POSSIBLE

Sponsorship Exclusive: President's Reception, Headshot Lounge, Track Sponsor, Charging Lounge, Library, Paws for a Break, Pre-Conference Workshops, Activity, Networking Break, Podcast Station, Volunteer Reception

Increase your exposure by providing branded items for your sponsorship exclusive. Sponsors can display a maximum of two (2) pop-up banners for their sponsorship exclusive and provide branded giveaway items for attendees.

Please email the office at aaspadmin@advserv.org to notify staff of any items you will be providing so we can plan accordingly.

BRANDING IDEAS

Receptions & Breaks: Napkins, Coffee Stirrers, Table Tents

Library, Track Sessions, & Workshops: Notepads, Pens, Highlighters

Other: Mirrors for Headshot Lounge, Battery Banks for Charging Lounge & Podcast Station, Bandanas for Paws for a Break, Fans & Flashlights for Activities

SPONSORSHIP EXCLUSIVES - MOBILE APP

DUE BY: AUGUST 25, 2026

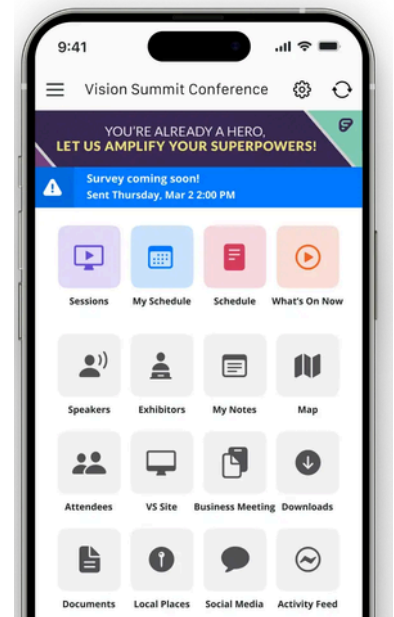
Sponsorship Exclusive: Capstone

Clickable banner ad that can link to your booth profile or website located at top of mobile app.

AD SPECS

Size: 640x110 pixels

File Format: PNG



[UPLOAD BANNER AD](#)

SPONSORSHIP EXCLUSIVES - HEADSHOT LOUNGE

DUE BY: August 25, 2026

Sponsorship Exclusive: Headshot Lounge

Sponsor provided custom message included in the post-Summit email sharing the link to the headshot photo gallery.

EMAIL SPECS

Message Content: Preferred text length is between 50-100 words

File Format: Provide message content in a Word Document

[SUBMIT MESSAGE CONTENT](#)

SPONSORSHIP EXCLUSIVES - KEY CARDS

ARTWORK DUE BY: AUGUST 5, 2026

PROOF APPROVAL DEADLINE: AUGUST 14, 2026

Sponsorship Exclusive: Key Card

Custom hotel key cards featuring sponsor-provided artwork. Option to purchase custom key card holders.

KEY CARDS

Qty: 600

Artwork Specs: See Template

[KEY CARD TEMPLATE](#)

[SUBMIT KEY CARD ARTWORK](#)

OPTIONAL ADD-ON

KEY CARD HOLDERS

Purchasing Info: Holders should be large enough to fit the key card (see template above for measurements). Please reach out to aaspadmin@advserv.org for shipping instructions before ordering.

SPONSORSHIP EXCLUSIVES - LANYARDS

ARTWORK DUE BY: AUGUST 5, 2026

PROOF APPROVAL DEADLINE: AUGUST 14, 2026

Sponsorship Exclusive: Lanyard

Company logo featured on attendee lanyards co-branded with the aasp logo.

LOGO SPECS

Layout: Horizontal logo preferred

Color: Provide Both Full Color & Single Color Option

Resolution: Min. of 300 dpi

File Format: Native (.ai, .eps, .pdf, .svg)

[SUBMIT LANYARD LOGO](#)

SPONSORSHIP EXCLUSIVES - TOTE BAGS

ARTWORK DUE BY: AUGUST 5, 2026

PROOF APPROVAL DEADLINE: AUGUST 14, 2026

Sponsorship Exclusive: Tote Bag

Company logo or other provided graphic featured on attendee tote bags co-branded with the aasp logo.

ARTWORK SPECS

Imprint Color: TBD

Bag Color: TBD

Logo Size: TBD

Resolution: Min. of 300 dpi

File Format: Native (.ai, .eps, .pdf, .svg)

[SUBMIT TOTE BAG LOGO OR ARTWORK](#)

SPONSORSHIP EXCLUSIVES - CUSTOM DECALS

ARTWORK DUE BY: AUGUST 5, 2026

PROOF APPROVAL DEADLINE: AUGUST 14, 2026

Sponsorship Exclusive: Charging Lounge, Paws for a Break, Podcast Station

Get increased exposure and maximize visibility of your sponsorship with the purchase of custom decals. Please reach out to aaspadmin@advserv.org for pricing and artwork specs.

OPTIONAL ADD-ON

CUSTOM DECAL OPTIONS

Charging Lounge: Tabletop

Paws for a Break: Fencing or Benches

Podcast Station: Desk Front Wrap