

Alliance for Better Nonprofits

Stronger Communities Through Better Nonprofits



The Alliance for Better Nonprofits (ABN) is a membership-based organization that serves nonprofits in 25 East Tennessee counties by helping them achieve their missions and make a bigger impact in their communities. At the same time, ABN serves as a catalyst for collaboration aimed at reducing duplication and increasing cooperation among nonprofits seeking to address community issues. ABN is the first nonprofit resource center in East Tennessee, and the only organization uniquely dedicated to serving nonprofits and their specific needs.

ABN walks with the East Tennessee region's nonprofits on their journey toward efficiency and effectiveness through training, consulting, relationship-building, and access to resources, and has a relational approach of assisting nonprofits by providing the tools they need to increase their capacity and their impact. ABN connects its members to nonprofit peers, leaders, and experts, as well as to the foundations, philanthropists, agencies and university partners committed to making the community stronger through better nonprofits.

OUR IMPACT:

- We've worked with **400+** East TN nonprofits
- We've held **200+** workshops and **6** conferences
- **2,000+** individuals have attended our events
- Our members have attended **100+** networking events
- Our consultants implemented **200+** consulting jobs

BOARD OF DIRECTORS

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2019 DESIGN THINKING CONFERENCE

Tuesday, May 7th | The Regas Building, Knoxville, TN

MAKE A NAME FOR YOURSELF IN THE NONPROFIT COMMUNITY

Aligning your company with the Alliance for Better Nonprofits provides you access and exposure to our broad community of nonprofit organizations and their executives, staff, board members, and volunteers, as well as our vast network of corporate and individual donors and community partners.

OPPORTUNITIES

Presenting \$5,000

- 2-minute presentation at the beginning of a general session
- Full-page ad in program
- Logo inclusion on all printed event promo materials
- Logo entitlement on all PowerPoint presentations
- Logo entitlement on attendee nametags
- Logo entitlement on regional mailer (~2,500 addresses)
- Logo entitlement on e-newsletter (~3,700 email addresses)
- 5 attendee tickets
- 1 exhibitor table
- Social media recognition:
 - ◊ 2 targeted, sponsored posts on Facebook featuring your business page and logo
 - ◊ 3 pre-event tweets and 1 live tweet featuring your handle/hashtag
 - ◊ 1 post and 1 story on Instagram featuring your handle/hashtag

Gold \$2,500

- ¾ page ad in program
- Logo inclusion on all printed event promo materials
- Logo entitlement on attendee nametags
- Logo entitlement on e-newsletter (~3,700 email addresses)
- 3 attendee tickets
- 1 exhibitor table
- Social media recognition:
 - ◊ 1 targeted, sponsored post on Facebook featuring your business page and logo
 - ◊ 1 pre-event tweet and 1 live tweet featuring your handle/hashtag
 - ◊ 1 story on Instagram featuring your handle/hashtag

Silver \$1,000

- ½ page ad in program
- Logo inclusion on all printed event promo materials
- Logo entitlement on e-newsletter (~3,700 email addresses)
- 2 attendee tickets
- 1 exhibitor table
- Social media recognition:
 - ◊ 2 pre-event tweets featuring your handle/hashtag

Exhibitor \$500

- 1/4 page ad in program
- 1 attendee ticket
- 1 exhibitor table

EDDIE CRIM

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CONTACT

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This conference will be unlike any you've attended before! Facilitated by Pedal, the fast-paced agenda and innovative speakers will challenge you to question how you've approached nonprofit work in the past. Pedal specializes in designing products, services, and experiences that people love using a proven framework called Design Thinking - a human-centered process for innovation and program design that does not require a large budget, but can lead to powerful results.

"The Design Thinking principles taught by Pedal reflect similar principles The Muse is trying to inspire in children as they creatively approach design challenges: investigate and research, design and create, test and modify. This process of approaching innovative solutions can be applied throughout your organization, and should be! Our leadership team learned how to apply this process to better understand the visitor experience from the point a family leaves their home to the point they arrive home after a visit to The Muse. This viewpoint helped us think broader about our potential impact in the community." - Ellie Kittrell, Executive Director of The Muse Knoxville

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SUBMIT THE FORM

Email to: ecrim@betternonprofits.org

Mail to:

Alliance for Better Nonprofits
c/o Eddie Crim
318 N. Gay Street, Suite 203
Knoxville, TN 37917

SPONSORSHIP LEVEL:

Presenting - \$5,000

Gold - \$2,500

Silver - \$1,000

Exhibitor - \$500