The Alliance for Better Nonprofits (ABN) is a membership-based organization serving 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. We are 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, access to resources, and collective impact initiatives. We have a relational approach to 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 in **25** counties
- We’ve held **300+** workshops and **8** conferences
- **2,000+** individuals have attended our events
- Our members have attended **150+** networking events
- Our consultants implemented **200+** consulting jobs

**BOARD OF DIRECTORS**

Cathy Ackermann  
Jerry Askew, President, Ex-Officio  
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Nikitia Thompson  
Laurens Tullock  
Tim Williams
ABN NONPROFIT STORYTELLING CONFERENCE

Harnessing the Power of Stories to Advance Your Mission, Attract Supporters, and Amplify Your Impact

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

• ¼ page ad in program
• 1 attendee ticket
• 1 exhibitor table

CONTACT

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Assistant Director of Capacity Building
(865) 313-2077 x208
samick@betternonprofits.org
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.

SPONSORSHIP REGISTRATION FORM

Sponsor/Company Name: ____________________________________________________________

Primary Contact: ________________________________________________________________

Email: ___________________________ Phone: ________________________________

Street Address: _________________________________

City: ___________________________ Zip Code: ___________________________

Send Invoice By:

☐ Email  ☐ Mail  ☐ Both

Billing Address (if different): ____________________________________________________

____________________________________________________

Signature: ________________________________________________

SUBMIT THE FORM

Email to: samick@betternonprofits.org

Mail to:
Alliance for Better Nonprofits
c/o Samantha Amick
318 N. Gay Street, Suite 203
Knoxville, TN 37917

SPONSORSHIP LEVEL:

☐ Presenting - $5,000
☐ Gold - $2,500
☐ Silver - $1,000
☐ Exhibitor - $500