









2027 Sponsorship Prospectus

aasp
Association of Advancement Services Professionals
Fueling nonprofits. Advancing careers.

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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 the aasp office at:

aaspadmin@advserv.org (206) 803-1292







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

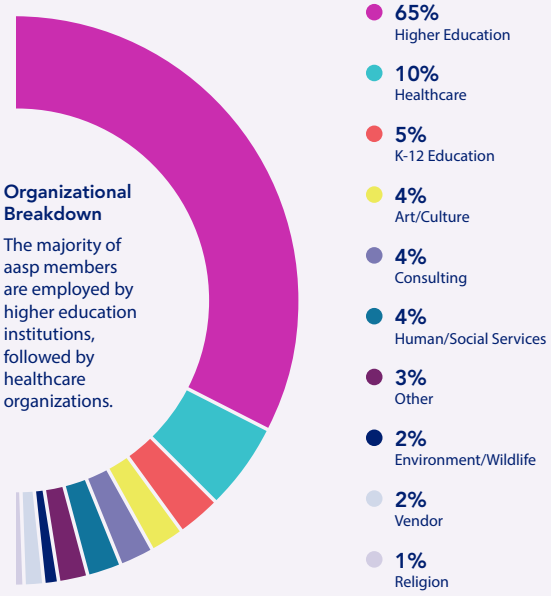
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KEY DUTIES OF ADVANCEMENT SERVICES PROFESSIONALS

- 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.



Annual Partner Incentive Program

Partners who achieve designated annual investment levels through meaningful support of multiple aasp initiatives will be recognized as premier partners and receive exclusive benefits, enhanced visibility, and special recognition throughout the year.

	Champion $35,000	Contributor $25,000	Supporter $15,000
Complimentary aasp Organizational Memberships	4	3	2
Sidebar Logo on aasp Webiste	☑	☑	☑
Vendor Directory Listing	Premium	Premium	Premium
Social Media Posts Recognizing Partnership	3	2	1
Recognition in Weekly News Bytes	Logo	Logo	Logo
Quarterly News Bytes Ad	600x350 px	600x200 px	
Homepage Banner Ad	☑		

IMPLEMENTATION SCHEDULE

All benefits will be implemented on a calendar year schedule from January 1 - December 31. Payment for sponsorship commitments must be received prior to implementation of benefits. If payment has not been received by January 1, benefits will be effective upon receipt of payment through December 31.

BENEFITS GLOSSARY

Organizational Membership
> Annual aasp organizational membership for noted number of individuals.

Sidebar Logo
> 200x200 pixel clickable logo featured on rotation in the sidebar of all aasp website pages.

Vendor Directory Listing
> Premium listing in aasp online vendor directory featuring linked company name, company description, linked logo, contact information, category, and linked website.

Recognition in News Bytes
> Linked logo or company name feature in the aasp weekly email newsletter.

Social Media Posts
> "Thank you" post crafted by the aasp team and shared to aasp social channels recognizing your support as an annual partner.

Homepage Banner Ad
> 980x400 pixel clickable banner ad featured on rotation on the aasp website homepage.

Digital Sponsorship Opportunities

WEBINAR SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSOR – $1,500

Range of 120 to 825 attendees | Average of 378 attendees

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

MARKETING SPONSORSHIP OPPORTUNITIES

COMPANY EVENT PROMO – $1,000

Average 1,000 weekly site users

- ☑ 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

NewsBytes stats

Average 2700 weekly sends | Average 30% open rate | Average 10% click-through rate

- **> 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 received at least one week prior to send date)

2027 Leadership Institute Opportunities

February 28 - March 2, 2027 | Georgia Institute of Technology | Atlanta, Georgia

WHAT IS THE aasp LEADERSHIP INSTITUTE?

The aasp Leadership Institute brings together a select group of up to 60 top nonprofit leaders for an exclusive, in-person experience focused on advancing fundraising, leadership, and technology. With facilitated discussions, panels, and white papers that influence the sector, the Institute creates a unique space for thought leadership, networking, and long-term impact, offering sponsors rare visibility and direct connection with decision-makers shaping the future of philanthropy.

Sponsor Recognition	Title (Exclusive) $17,500	Premiere $10,000	Elite $5,000	Supporter $1,000
Looping Slides	Full Slide Ad	Logo	Logo	Logo
Leadership Institute Wepbage	Logo with Link	Logo with Link	Logo with Link	Name with Link
Event Signage	Logo	Logo	Logo	Name
Event Emails	Logo with Link	Logo with Link	Name with Link	
Pre & Post Event Sponsor Spotlight Email	Pre & Post Individual	Pre & Post Group	Post Group	
Verbal Recognition during Closing Reception Remarks	☑	☑	☑	
Verbal Recognition during Opening Reception Remarks	☑			
Event Benefits				
Attendee List	☑	☑	☑	Post Event Only
Number of Representatives*	2	1	1	
Opening Reception Sponsor	☑			

BENEFITS GLOSSARY

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

Pre-Institute Email
(sent two weeks out from event)
- Individual: Custom email to Institute attendees
- Group: Linked Logo, Company Name, Company Description, and Booth Number

Post-Institute Email
(sent two weeks after event)
- Individual: Custom email to Institute attendees
- Group: Thank you to all of our sponsors with linked logo

Representatives
- Representatives must have practitioner experience as they are expected to fully participate in the Institute

Regional Events Opportunities

ABOUT REGIONAL EVENTS

Regional Events provide opportunities for Advancement Services professionals to connect locally, share ideas, and strengthen their professional networks. Driven by member interest and regional demand, these events feature relevant education, peer-to-peer discussions, and meaningful networking opportunities. Dates and locations are determined in collaboration with local planning committees and announced once confirmed, giving sponsors the opportunity to engage with highly targeted regional audiences.

Recognition	$750
Looping Slides	Logo
Regional Event Wepbage	Logo with Link
Event Signage	Logo
Event Emails	Logo
Event Benefits	
Post Event Attendee List	☑
Number of Representatives	1

BENEFITS GLOSSARY

Post Attendee List
- One week after event
- Includes all opt-in attendees' names, organizations, titles, and email addresses

Representatives
- Complimentary registration to event







aasp Summit







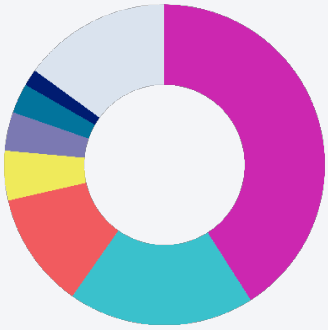


WHO ATTENDS SUMMIT

Last year's Summit brought together over 600 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 Analysits
- And more!



- 41% Directors
- 12% Managers
- 4% Analysts
- 1.7% Admin/ Assistants
- 19% C-Suite/ Executive Leadership
- 5% Specialists
- 3% Consultants
- 15% Other



2027 SUMMIT

September 28 - October 1, 2027
Peppermill Resort
Reno, Nevada

PRELIMINARY 2027 EXHIBIT SCHEDULE*

*SUBJECT TO CHANGE

Date	Time	Event
Tuesday, September 28, 2027	**12:00 - 5:00 PM**	**Move In**
Wednesday, September 29, 2027	**8:00 AM - 5:30 PM**	**Exhibit Hall Hours**
	Various	Breaks in Exhibit Hall
Thursday, September 30, 2027	**8:00 AM - 5:30 PM**	**Exhibit Hall Hours**
	Various	Breaks in Exhibit Hall
Friday, October 1, 2027	**8:00 - 10:30 AM**	**Exhibit Hall Hours**
	Various	Breaks in Exhibit Hall

2027 Summit Sponsorship Opportunities

September 28 - October 1, 2027 | Peppermill Resort | Reno, Nevada

Sponsor Benefit	Capstone (Exclusive) $25,000	Platinum $20,000	Gold $15,000	Silver $10,000	Bronze $7,500	Exhibit Booth* $3,500
Exhibit Space	20'x20'	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'
Booth Representatives	5	4	3	2	1	1
Pre & Post Attendee List	☑	☑	☑	☑	☑	☑
Recognition on Summit website and app	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Event Signage	Logo	Logo	Logo	Logo	Logo	Name
Recognintion in Summit emails	Logo	Logo	Logo	Name	Name	
Sponsor Engagement	☑ See Page 10	☑ See Page 10	☑ See Page 10	☑ See Page 11	☑ See Page 11	
Mobile App Notifications	2 custom	1 custom	2	1	1	
Vendor Directory Listing	Premium	Premium	Basic	Basic		
Pre-Summit Spotlight Email	Individual	Group	Group			
Post-Summit Spotlight Email	Individual	Group	Group			
60-Minute Session at Summit	☑	☑	☑			
aasp Organizational Membership	☑	☑				

*First-Time Exhibitors receive a $500 discount

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

*Attendee badges can be purchased for an additional fee to attend the full conference and educational sessions

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

Sponsor Engagement
- Each sponsorship level includes an engagement item of the sponsors choosing at no additional cost.
- See table above for page number with sponsor levels engagement options

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 Spotlight 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 Spotlight 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

Right of first refusal (ROFR) is provided to incument sponsors through October 31, 2026

2027 Summit Sponsorship Opportunities

September 28 - October 1, 2027 | Peppermill Resort | Reno, Nevada

SPONSORSHIP ENGAGEMENTS

CAPSTONE ENGAGEMENTS – $25,000

- ☑ Exclusive Sponsorship of Summit app
- ☑ Provide live remarks or pre-recorded video (1-2 minutes) to be played at the start of the Summit
- ☑ Track Sponsor, first opportunity to select track

PLATINUM ENGAGEMENTS – $20,000

Opening Keynote (1 Available)

- ☑ 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)

- ☑ Branded photobooth with company logo included on digital prints

Summer Series (1 Available)

- ☑ Pre-recorded video (1-2 min) to be played at the start of the three Summer Series webinars

Headshot Lounge (1 Available)

- ☑ Custom messaging included in post-Summit email with link to head shot photos

GOLD ENGAGEMENTS – $15,000

Track Sponsor (4 Available)

- ☑ Live remarks (1-2 min) at the start of select sessions in your sponsored track
  *Once session tracks have been determined for the 2027 conference, sponsors will be able to select their desired track.

Lanyards (1 Available)

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

PLUS UPGRADE – $3,000

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

- ☑ Recognition at Higher Tier PLUS Sponsorship Level
- ☑ Post Summit Sponsored Email - Custom email sent within two weeks after the event to Summit registrants
- ☑ Custom Push Notification - Mobile app mesage (150 character limit) sent to Summit attendees
- ☑ Booth Traffic Driver - See page 12 for details

2027 Summit Sponsorship Opportunities

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SPONSORSHIP ENGAGEMENTS (CONTINUED)

SILVER ENGAGEMENTS – $10,000

Tote Bag (1 Available)

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

Hotel Key Card (1 Available)

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

Charging Lounge (4 Available)

- ☑ Recognition of sponsorship on signage and opportunity for custom branding options in the charging station located in the exhibit hall

Library (1 Available)

- ☑ Recognition of sponsorship on signage and opportunity to leave collateral in the Library

Paws for a Break (1 Available)

- ☑ Recognition of sponsorship on marketing materials and opportunity for custom branding option in the Paws for a Break puppy area

Pre-Conference Workshop (3 Available)

- ☑ Pre-recorded video (1-2 min) to be played at the start of one (1) of the Pre-Conference sessions
  *Once workshops have been determined for the 2027 conference, sponsors will be able to select their desired pre-conference session.

BRONZE ENGAGEMENTS – $7,500

Activity Sponsor (2 Available)

- ☑ Logo recognition of sponsorship on signage and marketing materials

Networking Break (5 Available)

- ☑ Logo recognition of sponsorship on signage and marketing materials

Volunteer Reception (1 Available)

- ☑ Logo recognition of sponsorship on signage and marketing materials

Navigate Workshop (1 Available)

- ☑ Logo recognition of sponsorship on signage and marketing materials

2027 Summit Sponsorship Opportunities

September 28 - October 1, 2027 | Peppermill Resort | Reno, Nevada

A LA CARTE SPONSORSHIP OPPORTUNITIES

WIFI SPONSOR – $8,000

1 Available

- Recognition on signage and marketing materials
- Logo featured on Wi-Fi login splash page
- Company name used as network password
- Redirect to company website after login

INNOVATION LAB – $3,000

3 Available

- Dedicated space to provide uninterrupted demos to attendees for a one and a half hour slot
- Room is set with rounds and basic AV (screen, projector and mic)

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)

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

BOOTH TRAFFIC DRIVER – $500

Passport Game Stop

- Don't miss your opportunity to drive traffic to your booth via the passport game. Users will need to collect check-in codes at each of the designated booths during the conference to fill their digital passport.
- Once their passport is complete, players will be entered into a drawing for a series of prizes.

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 content for a custom mobile app to go out to Summit attendees

2027 Summit Sponsorship Opportunities

September 28 - October 1, 2027 | Peppermill Resort | Reno, Nevada

VENUE BRANDING OPPORTUNITIES

BRANDING AT THE PEPPERMILL

Enhance your presence with prominent digital displays in high-traffic areas, ensuring your brand is front and center.

Digital displays will each feature a maximum of three rotating vendor ads.

VIEW DIGITAL DISPLAY MAP



MARQUEE PANO – $2,500 CAPSTONE RIGHT OF FIRST REFUSAL

Ad Space Specs: Pano 5 | 3840x655 pixels

Rotation: aasp Content + Capstone Ad

- ☑ Exclusive ad placement for the Capstone sponsor on the eye-catching 24' x 7' panoramic LED display located in the registration lobby above the exhibit hall and general session entrance.

SESSION HALL PANOS – $3,000 PER AD SPACE

Ad Space Specs: Pano 4 & 6 | 3840x655 pixels

Rotation: aasp Content + Sponsor Ads

- ☑ Premier ad placement on the giant 24' x 7' panoramic LED displays located in the registration lobby above the two session hall entrances.

SIDE PANOS – $2,500 PER AD SPACE

Ad Space Specs: Pano 2 & 3 | 3840x960 pixels

Rotation: aasp Content + Sponsor Ads

- ☑ Prime ad placement on the giant panoramic 24' x 7' LED displays flanking either side of the registration lobby.

COLUMN PANELS – $3,750 PER AD SPACE

Ad Space Specs: Column 1 & 2, Sides B, D, F, H
540x2160 Pixels

Rotation: Sponsor Ads

- ☑ Giant LED square columns located in the registration lobby with two sides of each column dedicated to displaying Summit information and the other two showcasing sponsor ads.

WELCOME DISPLAYS – $2,250 PER AD SPACE

A LA CARTE – $250-$1,000 PER AD SPACE

Ad Space Specs: LED 5, 9, 10 + V-16 & V-26
1920x1080 pixels & 1080x1920 pixels

Rotation: aasp Content + Sponsor Ads

- ☑ Multiple screens of various sizes located in the registration lobby and along the high-traffic walkway connecting the main hotel to the Summit meeting space.

WAYFINDING KIOSK BANNER AD

$500 PER AD SPACE

Ad Space Specs: Kiosk 1 & 2 | 1080x200 pixels

Rotation: Sponsor Ads

- ☑ Digital kiosks located at the entrance of the sessions halls displaying room information with a rotating banner ad at the top.