

# The Standards for excellence



## PANO's 2013 Statewide Code Book Sponsorship Opportunities\*

*Ethics and Accountability  
for the Nonprofit Sector*

*Customize the benefits and levels of sponsorship to meet your business goals!*

### Exclusive Code Book Benefactor \$6,000

- Name, logo and website on front cover of Code Book.
- Company name and logo displayed on Standards Code webpage and on downloadable version of the code.
- 100 Standards Code Books to distribute (fair market value: \$350).
- Special regional recognition and focus during Standards presentations and at Annual Conference.
- Sponsorship noted at least once via PANO Twitter, Facebook and Enews.
- Special recognition in Annual Report.
- Opportunity to present information on your services at a regional training or webinar of your choice.
- 1 year, ½- page ad in PANO's *Keynotes* Newsletter (valued at \$900 - \$1250).
- Complimentary exhibit space (table), signage, company listing in program booklet, and free admission for one attendee to PANO's Annual Conference (valued at \$500).

### Code Book Major Sponsor \$3,000

- Name and logo on back cover of Code Book.
- Company name displayed on Standards Code webpage and on downloadable version of the code.
- 50 Standards Code Books to distribute (value: \$175).
- Special regional recognition and focus during Standards presentations and at Annual Conference.
- Sponsorship of the entire Guiding Principles Webinar Series
- Sponsorship noted at least once via PANO Twitter, Facebook and Enews.
- Special recognition in Annual Report.
- Opportunity to present information on your services at a regional training and webinar of your choice.
- Only 3 Major Sponsor spots available.

### Guiding Principle Sponsor \$1,500

- Company logo and website on one of the eight "Guiding Principles" pages of the Code Book.
- Company name displayed on Standards Code webpage and on downloadable version of the code.
- 25 copies of the Standards Code Book to distribute (value: \$87.50).
- Sponsorship noted at least once via PANO Twitter, Facebook and Enews.
- Opportunity to present information on your services at a selected Standards "Guiding Principles" webinar.

\*Principles Include:  
Mission and Program,  
Governing Body, Conflict  
of Interest, Human  
Resources, Financial and  
Legal, Openness,  
Fundraising, Public Affairs  
and Public Policy

### Code Book Patron \$1,000

- Name and website recognition on inside back cover of Code Book.
- Company name displayed on downloadable version of the code.
- 10 copies of the Standards Code Book to distribute (value: \$35).
- Sponsorship noted at least once via PANO Twitter, Facebook and Enews.

### Code Book Supporter \$500

- Name and website recognition on inside back cover of Code Book, Supporter Level font size.
- Company name displayed on downloadable version of the code.
- 5 copies of the Standards Code Book to distribute (value: \$17.50).

#### Annual Statewide Distribution Information:

- 2,000 Code Books distributed to key nonprofit administrators, board members and at all Standards trainings statewide.
- Over 1,300 views of the code webpage and downloadable code.
- 8,000 Keynotes newsletters distributed to nonprofit organizations and service providers.
- Over 2,100 Enews subscribers.
- PANO Social Media Stats:

**Twitter:** 2,143 followers (as of 9/6/12)

**Facebook:** 369 likes (as of 9/6/12)

Please contact Tish Mogan at [tish@pano.org](mailto:tish@pano.org) or 717-236-8584 Ext. 1001 if you would like to discuss customizing a sponsorship package using the options above or combine these with other PANO sponsorship opportunities.

\* All benefits last 1 calendar year.

## Would you like to create a custom sponsorship?

### Tailor a Package to Fit *Your Business Goals and Objectives*

Your business goals are unique. We understand that resources must be allocated wisely - that's why we want to help you create the highest potential return on your investment. Creating a custom sponsorship will help you build your business by enhancing your relationship with current clients and open the door to meaningful interactions with prospective clients.

### Build relationships with your target audience through:

⇒ **Conference Marketing Exposure via Online & Hard-Copy Mailing Opportunities**

Web (4,000 hits/month) | E-marketing (6,000+ recipients) | Hard-Copy Mailing (4,000+ recipients) | Post-Conference *Keynotes* Newsletter Recognition (1,500+ recipients)

⇒ **Face-to-Face Communication Opportunities and On-Site Exposure**

Speaking Opportunities | Premier Exhibit Space | Conference Signage/Brochure | Keynote/Session Introductions | Free Admission

These opportunities are suggestions for maximizing the return on your sponsorship investment. Have an idea for your organization? Let's discuss how to best achieve *your* goals and objectives. Contact Tish Mogan at (717) 236-8584 EXT 1001. **Let's get creative!**

## Yes! Please sign us up for the following Code Book Sponsorship Opportunity:

Exclusive Code Book Benefactor - \$6,000	\$
Code Book Major Sponsor - \$3,000	\$
Code Book Guiding Principle Sponsor - \$1,500	\$
Code Book Patron - \$1,000	\$
Code Book Supporter - \$500	\$
Total Investment	\$

Organization:

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Name:

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Title:

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Address:

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Phone:

Fax:

Email:

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For PANO Use Only [Code: 55110.5]

Check made payable to PANO enclosed ---- Please invoice me \_\_\_\_\_

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