

# CONFERENCE PARTNERS PROGRAM 2014



## COUNCIL *on* FOUNDATIONS

### Conference Sponsorship and Council Central Opportunities

*Establish and grow business relationships within the philanthropic community*

**Information:**

202-373-4174 or [sumnv@cof.org](mailto:sumnv@cof.org)

202-359-1957 or [moblm@cof.org](mailto:moblm@cof.org)

[www.cof.org](http://www.cof.org)

# Introducing The Council on Foundations

## A Leader in Philanthropy

The Council on Foundations, formed in 1949, is a nonprofit membership association of grantmaking foundations and corporations. Members of the Council include more than 1,700 private and community foundations, corporate foundations and giving programs, operating and public foundations as well as emerging giving and grantmaking mechanisms involving collective participation.



**Networking:** The Council is the premier philanthropic association in the U.S., and its members drive many of the most important dialogues in philanthropy.



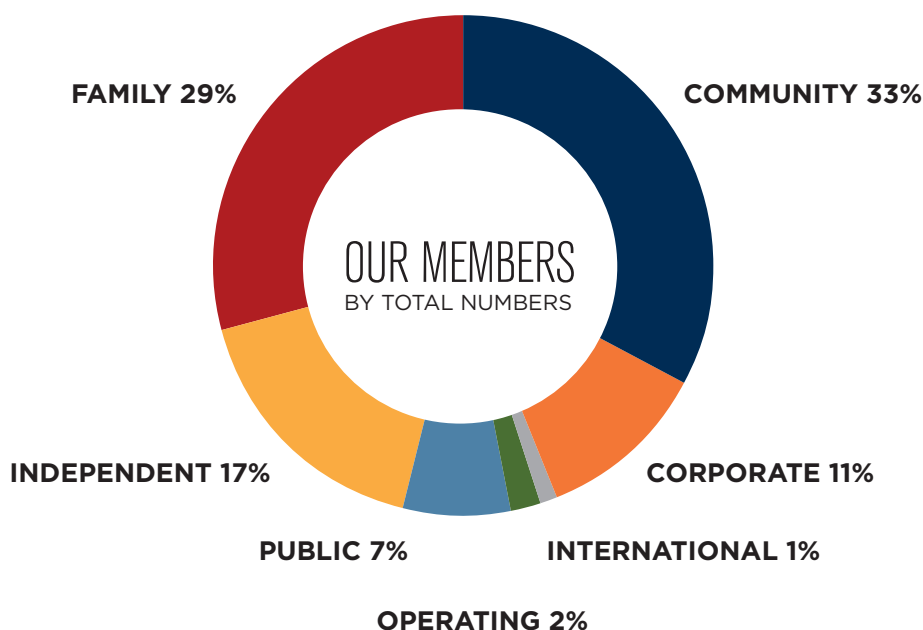
**Mission:** The Council's mission is to provide the opportunity, leadership, and tools needed by philanthropic organizations to expand, enhance, and sustain their ability to advance the common good.



**Members:** The Council includes more than 1,700 grantmakers, corporations, and philanthropic service providers. Charitable grants by our members reached an estimated \$20 billion in 2010. Thirty-nine percent of our members have assets under \$10 million.



**Conferences:** Conference attendees represent the decision makers in philanthropy: CEO's, board members, trustees, and program staff come to our annual conferences to share the latest developments in the field, learn about strategic national and global implications affecting philanthropy and their organizations, and discuss future trends in grantmaking. Council conferences are the premier forums to share and showcase products, services, initiatives, programs, and partnerships.



The Council on Foundations represents

**\$260 billion**  
in philanthropic assets

# 2014 CONFERENCES

## PHILANTHROPY EXCHANGE

June 8-10, 2014 • Pre-Conference Program: June 7-8

Washington, DC - Washington Hilton Hotel

*“The Council on Foundations conferences offer quality programs and attract the best philanthropic company. The Council truly listens to the ideas of exhibitors and sponsors and values our input to collaborate on creative opportunities. Participating in Council events has been a positive experience and we consider them one of our top strategic national relationships.”*

*-Elizabeth Dollar, Partner, Moss Adams LLP*

## CENTENNIAL FALL CONFERENCE FOR COMMUNITY FOUNDATIONS

October 20-22, 2014 • Pre-Conference Program: October 18-19

Cleveland, OH - Cleveland Convention Center

The Council is proud to mark the 100th anniversary of the world's first community foundation, the Cleveland Foundation, by celebrating the impact of the first century of community philanthropy and looking ahead to the next 100 years.

### Conference Themes :

- Demonstrate the powerful, unique role of philanthropy in civil society
- Position community foundations as a hub/catalyst for place-based social change and coordinated action locally
- Foster a national, cross-sector dialogue about the future of community philanthropy
- Equip today's place-based leaders with innovative thinking, models, and tools

The Centennial offers a unique opportunity to reflect on a proud history, and looks forward to the next 100 years to broaden the understanding of community foundations. The Centennial is about the issues and the work that community foundations address. The 2014 Fall Conference for Community Foundations will continue to elevate the public understanding of the unique role they play in improving communities.

*“Embolden is always so excited to participate in and exhibit at the Fall Conference for Community Foundations. There's always so much to see, learn and do in an atmosphere that is, at once, collegial, collaborative, and always professional. We look forward to another great conference in the company of our favorite clients: community foundations!”*

*-Ann-Marie Harrington, President and Founder, Embolden*

# PHILANTHROPY EXCHANGE

June 8-10, 2014 • Pre-Conference Program: June 7-8

Washington, DC - Washington Hilton Hotel

## COUNCIL CENTRAL

**Council Central** is the conversation, learning, and networking hub for the conference. Exhibits, registration, breaks, learning lounge, conversation areas, an open classroom and networking opportunities will take place throughout the conference in **Council Central**.

Participate as a conference partner or exhibitor at the largest convening of foundation leaders in the United States. In 2014 the Family Conference and the Annual Conference are combined to provide a valuable learning experience for every attendee: integrated content will be offered addressing national and global issues in addition to specific issues related to family foundations. Enhanced programming that is timely and member driven will drive the content offerings.

Join the conversation! The 2014 Philanthropy Exchange will be the premier forum for the discussion of strategic ideas driving the field of philanthropy. We look forward to over 60 organizations sharing their expertise in "**Council Central**" with over 1,300 of the leading decision makers representing family, corporate, and community foundations.

### WHO ATTENDS:

Philanthropy Exchange: 1200  
Family Philanthropy Conference: 540  
Total: 1740

### ORGANIZATIONS REPRESENTED:

Philanthropy Exchange: 752  
Family Philanthropy Conference: 355  
Total: 1105

These figures represent combined totals from the 2013 Family Conference and the 2013 Annual Conference

### NUMBER OF PARTICIPANTS BY FOUNDATION ASSETS

Over \$10 Million	284
\$10 - \$5 Million	74
\$1 - \$5 Million	66
\$500,000 - \$1 Million	199
\$100,000 - \$500,000	135
Under 100,000	67

### NUMBER OF PARTICIPANTS BY FOUNDATION GIVING

Over \$10 Million	324
\$10 - \$5 Million	93
\$1 - \$5 Million	191
\$500,000 - \$1 Million	79
\$100,000 - \$500,000	78
Under 100,000	60

### NUMBER OF PARTICIPANTS BY POSITION TYPE

Board Member/Trustee	244
CEO/Executive Director/President	543
Communications/Marketing Staff	81
Consultant/Advisor	50
Development/Donor Services Staff	107
Executive/Management Staff	101
Family Member	13
Financial/Administrative Staff	73
Legal Staff	11
Other Staff	162
Program/Grantmaking/Community Leadership Staff	330
Student	11
Technology Staff	4

\*Note that some participants selected more than one position and some participants did not respond.

\*Figures are from the 2013 Family Conference and the 2013 Annual Conference

# CENTENNIAL FALL CONFERENCE FOR COMMUNITY FOUNDATIONS

October 20-22, 2014 • Pre-Conference Program October 18-19

Cleveland, OH - Cleveland Convention Center

2014 marks the Community Foundation Centennial! The Council on Foundations will celebrate 100 years of community philanthropy alongside the Cleveland Foundation, the world's first community foundation. Programming will celebrate the rich legacy and bright future of place-based philanthropy across the country and around the world.

This event offers the opportunity to meet with community foundation representatives from around the US and the world. With attendance expected to be more than 1,300 participants, the Community Foundations Conference mirrors the growth of the field itself. Thought leaders and practioners will be joined by philanthropic experts and grantmakers to discuss issues driving the community foundation sector.

You will not want to miss the opportunity to participate in the Fall Conference for Community Foundations - a ground breaking event for the sector.

## COUNCIL CENTRAL

**Council Central** is the conversation, learning, and networking hub for the conference. Exhibits, registration, breaks, a learning lounge, conversation areas, an open classroom, and networking opportunities will take place throughout the conference in **Council Central**.

Join the conversation! The Fall Conference will be the forum for the discussion of strategic ideas driving the field of community philanthropy. We look forward to over 60 organizations sharing their expertise in **"Council Central"** with over 1,300 of the leading decision makers representing community foundations.

### WHO ATTENDS:

Conference Participants: 1,300  
Organizations Represented: 450

NUMBER OF PARTICIPANTS BY FOUNDATION ASSETS	
Over \$10 Million	224
\$10 - \$5 Million	146
\$1 - \$5 Million	98
\$500,000 - \$1 Million	185
\$100,000 - \$500,000	85
Under 100,000	18

NUMBER OF PARTICIPANTS BY FOUNDATION GIVING	
Over \$10 Million	322
\$10 - \$5 Million	79
\$1 - \$5 Million	243
\$500,000 - \$1 Million	53
\$100,000 - \$500,000	32
Under 100,000	27

NUMBER OF PARTICIPANTS BY POSITION TYPE	
Board Member/Trustee	156
CEO/Executive Director/President	267
Communications/Marketing Staff	75
Consultant/Advisor	24
Development/Donor Services Staff	152
Executive/Management Staff	37
Financial/Administrative Staff	92
Human Resource Staff	5
Other Staff	37
Program/Grantmaking/Community Leadership Staff	151
Student	3
Technology Staff	5
*Note that some participants selected more than one position and some participants did not respond.	

\*Figures are from the 2013 Fall Conference for Community Foundations

# 2014 PARTNERSHIP OPPORTUNITIES

## HERE'S WHAT EVERY PACKAGE INCLUDES:

- Company logo, contact information, and a 50-word description on the conference website and app, with a link to your website
- Company name listed in the At-A-Glance on-site schedule
- Company logo featured prominently at the entrance of Council Central
- Company logo highlighted on-screen during plenary sessions
- On-site signage, where appropriate for session partnerships
- Council on Foundations social media “thank you” to your organization through the Council’s social media channels prior to and on-site at the conference

## Conference registrations at the following levels:

\$4,000 - \$7,000 - One full registration

\$8,000 - \$9,000 - Two full registrations

\$10,000 - \$14,000 - Three full registrations

Sponsors at a level of \$6,000 and above for each conference will receive a list of registered attendees two weeks prior to the start of each conference.

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## CONFERENCE PARTNERS (up to five)

**Annual Conference and Community Conference: \$200,000**

**Annual Conference or Community Conference: \$100,000**

Conference Partners represents the premiere partnership level.

### This level includes:

- Year-long recognition as a Council on Foundations Conference Partner
- Prominent placement on conference website, and the Council on Foundations website
- Prominent placement on the conference mobile app
- Hospitality lounge area in Council Central with coffee and water stations on-site (subject to availability) - allows for board/partner meetings throughout the conference - TBD based on availability
- Acknowledgement from the podium at the opening and closing plenary sessions
- Placement and acknowledgement in all marketing promotions - website, preliminary program, mobile app, and on-site program
- 10x20 booth space at the conference partner level in Council Central
- Profile page on the Council on Foundations conference website page
- Social media promotion on COF social media platforms
- Press release announcing conference partner

## EDUCATION PARTNERS

### Plenary Sessions (up to eight) - starting at \$25,000

- Acknowledgement from the podium at the sponsored session
- Hosting opportunity for meet/greet session with featured speaker and Council invited guests
- Link to related resources, provided by sponsor, to the sponsored session on the conference website
- Use of plenary session recording for partner website
- Recognition on the conference mobile app as the session partner for the sponsored plenary session

### CEONet Retreat - \$25,000 (Fall Conference)

This one and a half day program, exclusively designed for CEOs, focuses on the ever changing needs of today's foundation CEO. Registration for this program is consistently at capacity, and it receives excellent evaluations. The program gives participants the tools to examine and prepare for the rising challenges that face foundations in an ever-changing environment. Strategies are shared to examine personal strengths and weaknesses along with facilitation tools and techniques to build effective teams and partners.

#### Partner Opportunities

- Welcome and introduction remarks for the program
- Registration for the CEO of the partner organization to participate in the program
- Recognition signage as the partner for the program on-site and on the screens in the meeting room
- Recognition on the conference mobile app as the session partner
- Co-Moderator along with a Council on Foundations designated presenter to moderate a discussion topic during one lunch (*topic and content must be reviewed and approved by the Council on Foundations*)

### Center for Community Foundation Excellence - \$25,000 (Fall Conference)

Registration for this course is consistently full, and it receives excellent evaluations. Director, management, and VP level attendees participate in CCFE annually. The two day course includes timely and relevant information for both new and experienced stakeholders to build essential skills they need to lead, manage, and build effective organizations for the future. Created and led by experienced leaders, this course includes updates on key legal and legislative issues, timely information on grant making, and a review of community leadership and fiduciary responsibilities.

#### Partner Opportunities

- Welcome and introduction remarks for the program
- Registration for one organization representative to participate in the program
- Recognition signage as the partner for the program on-site and on the screens in the meeting room
- Recognition on the conference mobile app as the session partner
- Co-Moderator along with a Council on Foundations designated presenter to moderate a discussion topic during one lunch (*topic and content must be reviewed and approved by the Council on Foundations*)

### Concurrent Sessions:

Become a partner for a concurrent session with an opportunity to connect your organization to a specific issue. The session moderator will acknowledge your partnership, and a display of promotional materials and signs with your organization's name and logo will be located near the session room.

- **Preconference Sessions:** \$25,000 each
- **Education Issue Areas (Philanthropy Exchange):** \$10,000 per issue area - Conference partners will have the opportunity to sponsor an issue area which will include multiple sessions in each of the following areas: Democratic Practice, Health, Poverty, Education, and Environmental Sustainability.
- **Conference Education Session Areas (Fall Conference on Community Foundations):** \$10,000 per issue area - Conference partners will have the opportunity to sponsor education session tracks which will include multiple sessions in topic areas specifically designed for Community Foundations.



### **Learning Labs (up to eight): \$3,500 for one and \$2,500 for two or more**

30 minute learning segments are your chance to take the stage in Council Central during program breaks to share your message or program. We will provide the audiovisual equipment and signs featuring your organization name, logo, and scheduled presentation times. *(topic and content must be reviewed and approved by the Council on Foundations)*

### **Philanthropy at Work Site Sessions: \$5,000 each**

Site Session partners will be recognized on vehicle signage, on-site signage, related materials provided on the vehicle en-route to the session, and will welcome the participants to the session on-site.

### **Dine-Around Host: \$5,000**

For pre-selected evening dinner location for up to 20 guests. Opportunity to discuss topical issues. This opportunity is TBD based on final conference programming.

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## **TECHNOLOGY AND SOCIAL MEDIA PARTNERS**

### **Mobile App Partner - \$25,000 (up to two)**

Partners logo to appear on home page of the conference app and appear as a banner throughout selected sections of the mobile app. Conference participants, (over 1,300 attendees projected for each conference), participants who are not able to attend the conference and council members will be able to download the app, potentially reaching over 3,000 viewers for each conference.

### **WiFi Partner - \$25,000**

A customized access code specific to the corporate partner will be the attendee password to sign onto WiFi throughout the conference at the conference meeting location. Each time an attendee opens a smart device, the password to sign onto the WiFi network will be the partner's name or keyword.

### **Social Media Partner - \$15,000**

Charging stations in strategic locations throughout the conference will be available for attendees to charge their mobile devices. While waiting, social media feeds with up to the minute conference highlights, information, comments, feedback, and "tweets" will be displayed. Your organization name and logo will appear as wallpaper on each plasma screen. Signs will also feature the conference partner's name and logo.

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## **RESOURCE PARTNERS**

### **Conference Badge/Lanyard Partners - \$6,500**

### **Shuttle Bus Host - \$15,000**

Philanthropy Exchange: Shuttle service between Metro (full conference) and partner hotel, (on Saturday and Sunday only)

### **Pop Tops "Popular Topics" (up to five) : \$10,000 - \$50,000**

Designated space for interactive learning and networking will be located throughout each conference. Each learning lounge will be designed with hands on demonstrations, conversations, and unique networking environments in mind. The investment level for this partnership is based on the size of the learning lounge.

- Philanthropy Exchange: Sponsor a learning lounge located throughout the conference.  
Topic and discipline areas currently under consideration: Technology (hands on interactive demonstrations), Community Foundations, Family Foundations, Corporate Foundations, Independent Foundations, and Public Foundations
- Limit is two sponsors per lounge



## **Conference Portfolio/Folder: \$8,000**

Show your support for the conference—and the environment—by sponsoring the attendee portfolio for all attendees. Proudly display your organization name and logo.

## **Portfolio Insert: \$2,500**

Include a communications insert in the attendee portfolio and connect your message with each participant at the conference.

## **Conference Notepads and Pens: \$5,000**

A 50 page notepad featuring your logo on the cover and on each page. The note pad will be inserted into each attendee portfolio and the sponsor will supply the pens to be included in the attendee portfolio.

## **Sponsored Breaks: \$7,500 (Up to five available for each conference)**

Networking and social events in Council Central allow attendees to learn about your organization as they mingle over refreshments. This is an opportunity to welcome attendees and display informational materials. Signs at entrances and food and beverage stations add to the partnership.

## **Washington Post/USA TODAY/Wall Street Journal daily wrap: \$6,000**

Branded wrap for a newspaper delivery to attendees (organization and Council on Foundations branding). Up to three wraps (one each day) for each conference. Papers will be available at the meeting venue and delivered to each attendee staying at the headquarter hotel. Conference Partner is responsible for designing and printing the wrap, cost of the papers, and all hotel room delivery fees.

## **Hotel Room Drop: \$2,500**

Conference partner is responsible for the cost of marketing materials and delivery fees.

## **Welcome Reception:**

Your organization will be the host for the popular opening networking event where participants reconnect with old friends and meet new colleagues. This is an excellent way to increase your visibility and reach all conference participants in a relaxed and informal setting. Your organization name and logo will appear throughout the event and throughout all of the marketing materials as the primary host for the welcome reception.

### **Philanthropy Exchange:**

Sunday June 8, 2014 • Location: Council Central - The Washington Hilton Hotel

### **The Fall Conference for Community Foundations:**

Sunday October 19, 2014 • Location: The Rock and Roll Hall of Fame

## **Networking Reception:**

Your organization will be the host for the premier networking event for each conference. Networking, connecting, idea sharing, and new introductions are the hallmark of this evening. Share with colleagues from around the globe and continue the conversation. Your organization name and logo will appear throughout the event and throughout all the marketing materials as the primary host for the networking reception.

### **Philanthropy Exchange:**

Monday June 9, 2014 • Location: TBD

### **The Fall Conference for Community Foundations:**

Monday October 20th 2014 • Location: The Cleveland Museum of Art

Up to four partners (two corporate and two non-profit organizations) for each reception: \$25,000

## **Reception Benefits**

- Remarks and welcome introduction for each reception
- Up to five volunteers or staff to welcome guests on behalf of the conference partner
- Visibility throughout the event - signage, logo placement, and lighting treatment
- Prominent area in the venue to display communications materials and information

# 2014 EXHIBITOR RATES and BENEFITS

## **Premier Exhibitor Package: \$8,000**

- Double-sized exhibit booth space (10' x 20')
- Two full-conference registrations
- Early selection of exhibit booth location
- Priority logo placement on the exhibitor/sponsor section of the website
- One roster of conference attendees, final program, and portfolio

Additional booth only registrations available at \$200 each

Additional full conference registrations available at \$800 each

## **Supporting Exhibitor Package: \$4,000**

- Standard exhibit booth space (10' x 10')
- One full-conference registration

Additional booth only registrations available at \$200 each

Additional full conference registrations available at \$800 each

### **EACH EXHIBIT BOOTH INCLUDES:**

- 6' draped table
- 2 chairs
- 1 wastebasket
- 7"x44" – ID sign
- Representatives listed on the mobile app

# IMPORTANT DATES

To reserve a partnership or Council Central space contact Valerie Sumner at 202-373-4174 or Michelle Mobley at 202-359-1957 or register online at:

Philanthropy Exchange (Annual Conference) [www.cof.org/2014Exchange](http://www.cof.org/2014Exchange)

The Fall Conference on Community Foundations [www.cof.org/2014fall](http://www.cof.org/2014fall)

All partnerships and exhibit spaces are sold on a first come/first-served basis.

Your specific space in Council Central will be allocated according to the following criteria:

- The level of your partnership commitment
- The level of your exhibit partnership commitment
- The date of receipt of your payment

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## PHILANTHROPY EXCHANGE JUNE 8-10, 2014

Washington DC - Washington Hilton Hotel

Reservations and Payment Due April 1, 2014

Tentative Schedule as of 1/1/14

Exhibitor and Sponsor Move In:

Saturday, June 7, 2014 - Noon -5:00pm

Council Central Hours:

Sunday, June 8, 2014 - 8:00am - 6:00pm

Monday, June 9, 2014 - 7:30am - 5:00pm

Tuesday, June 10, 2014 8:00am - 10:30am

Exhibitor and Sponsor Move Out

Tuesday, June 10, 2014 11:00am-5:00pm

## CENTENNIAL FALL CONFERENCE FOR COMMUNITY FOUNDATIONS: OCTOBER 20-22, 2014

Cleveland Ohio - Cleveland Convention Center

Reservations and Payment Due August 1, 2014

Tentative Schedule as of 1/1/14

Exhibitor and Sponsor Move In:

Saturday, October 18, 2014 - 1:00pm -5:00pm

Sunday, October 19, 2014 - 8:00am - 11:00am

Council Central Hours

Sunday, October 19, 2014 - Noon - 5:00pm

Monday, October 20, 2014 - 9:00am - 5:00pm

Tuesday, October 21, 2014 - 9:00am - 5:00pm

Wednesday, October 22, 2014 - 9:00am - Noon

Exhibitor and Sponsor Move Out

Wednesday, October 22, 2014 - Noon -5:00pm

*\*Schedules subject to change based on the final program schedule for each conference*

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## Payment Information

- An agreement will be sent to each corporate partner and exhibitor for review and signature to confirm the partnership/exhibit space
- The Council accepts credit cards, checks or money orders for payment.
- Checks are accepted and should be made payable to the Council on Foundations (US dollars only)

Council on Foundations  
2121 Crystal Drive  
Suite 700  
Arlington, VA 22202  
[www.cof.org](http://www.cof.org)

# Put Your Organization at the ForeFront of Philanthropy

These organizations are just a few of the organizations which participated as partners and exhibitors at Council on Foundations conferences and discovered that these conferences are the premier events for the foundation sector throughout the US and globally

AcademicWorks, Inc.  
Alliance for Justice  
Aon Association Services  
Blackbaud  
Board Effect Inc  
Breckinridge Capital Advisors  
Bromelkamp Company LLC  
CAF America  
Cardinal Investment Advisors  
Casey Family Programs Embolden  
CF Insights / FSG Inc.  
CliftonLarsonAllen LLP  
Common Grant Application  
CommunityForce  
Community Foundation National Counterpart International  
Crescendo Interactive, Inc  
Crown Philanthropic Solutions  
CyberGrants, Inc  
Dorothy A. Johnson Center for Philanthropy  
East Bay Community Foundation  
Family Philanthropy Advisors  
Federal Central  
Fiduciary Technology Partners  
Foundant Technologies International Foundation Center  
Foundation Review MicroEdge, LLC  
Foundation Source  
Fund Evaluation Group  
Impact Assets  
InstantAtlas, Inc  
ISTS  
John S. and James L. Knight Foundation  
Johnson Center for Philanthropy  
Kaiser Foundation Health Plan, Inc  
Kanzius Cancer Research Foundation  
Kaspick & Company  
Grantmakers for Effective Organizations  
Mason Investment Advisory Services, Inc.  
MB Financial  
MicroEdge Moss Adams LLP  
National Center for Family Philanthropy  
New World Foundation  
NGOsource  
Northern Trust  
Npower  
O'Connor Davies, LLP  
Openfield  
Pacific Foundation Services  
Razoo Global Corporation  
Reinhart Partners Inc  
Resources to Unite Communities  
Russell Investments  
San Diego Foundation  
Scholar Select  
Scholarship and Tuition Services, Inc.  
SEI Investments  
SmartSimple Software Inc.  
Standards Board  
Stanford Social Innovation Review  
Stellar Technology Solutions, LLC  
StoryCorps  
The Center for Effective Philanthropy  
The Sardana Group, UBS Institutional Consulting  
The William and Flora Hewlett Foundation  
Trillium Asset Management  
Vanguard  
Western Union Business Solutions  
Wilmington Trust Company  
WizeHive