



2022 IPA Sponsorship Guide

IPA offers a variety of sponsorship opportunities with options to customize your own partnership.

Begin the conversation by contacting IPA Vice President of External Relations Holly M. Davis at hdavis@inphilanthropy.org or 317.519.5391.



2022 Conference

Sponsorship Opportunities



PHILANTHROPY LEADS CONFERENCE

SEPT 27-29, 2022

*Save
the date!*

September 27-29, Indiana philanthropy comes together for ideas and camaraderie.

For IPA's 2022 Philanthropy Leads Conference, we are going big with our first in-person conference since 2018, building on our success of our 2020 virtual conference with help from participant feedback on the ways we can enhance the experience. Over the course of three inspiring days, members, partners, and vendors will come together to learn, share, and network.

"It was an excellent experience filled with both concrete take aways I can use in my daily work and big picture concepts to make me think. It had a great balance of fact and frivolity, of tradition and irreverence. I am a first-time attendee and came away very pleased with the ROI on the investment of time and money."

- IPA Member and Conference Attendee

Thank you to our 2020 conference sponsors and exhibitors.

We are grateful to the sponsors, vendors, and consultants of our 2020 conference who rallied around IPA and our community to host our first-ever virtual conference. We could not have been successful without them.

Ivy Tech Community College	BKD CPAs & Advisors
Goelzer Investment Management	Blue & Co., LLC
Foundant Technologies	Bromelkamp Company LLC
Mason Investment Advisory Services	Clearstead
Capital Cities	Conscious Capitalism
Ekstrom Alley Clontz & Associates	Faegre Drinker Biddle & Reath
Northern Trust	Highland Consulting Associates
The Stapleton Fox Group at Morgan Stanley	Johnson, Grossnickle and Associates
Aly Sterling Philanthropy	Planning Plus, LLC
	The Fund Raising School

2022 Conference

Sponsorship Levels

	PRESENTING	PREMIERE	CONTRIBUTING	ACTIVITY	SUPPORTER
	\$25,000 1 available	\$10,000 6 available	\$5,000	\$2,500	\$1,500
Logo in conference banner graphic	✓				
Recognition on conference program cover	✓				
Welcoming remarks	✓				
Invitations to member-exclusive conversations and events throughout the year	✓				
Recognition on conference postcard	✓				
Opportunity to address attendees in remarks of 5 minutes at selected main stage keynote	✓	✓			
Logo on IPA homepage for all of 2022	✓	✓			
Post-conference combined email to attendees	✓	✓			
Session participation and/or introduction	✓	✓	✓		
Opportunity to sponsor a hydration station, yoga break, promoted group outing, or other activity				✓	
Recognition on session slides	prominent	✓	✓		
Social media mention and tag	reoccurring	prominent	✓	✓	
Exhibitor booth with option for virtual Q&A. Due to size restrictions, booths are limited to the first 10 sponsors.	✓	✓	✓		
Complimentary conference registrations	5	4	3	1	
Recognition on conference online event page	logo/link	logo/link	logo/link	✓	✓
Recognition in conference program and main stage slides	logo	logo	logo	✓	✓



Organizational Support

Sponsorship Opportunities

Issue Collaborative Sponsor - \$15,000

SPECIAL NOTE: If you select this sponsorship, the IPA Conference Contributing Sponsor Package will also be included.

22% of members participate in IPA Issue Collaboratives. Issue Collaboratives provide opportunities for members and outside stakeholders (public officials, business, industry leaders, etc.) to collaborate on key issues of importance. Sponsors have the ability to serve as co-chair of a collaborative of their choosing and/or collaborate with IPA to set topics for discussion and lend expertise. IPA Issue Collaboratives include: Early Childhood Education, Health Disparity, and Workforce Development.



Public Policy Sponsor - \$5,000

38% of members engage in IPA public policy activities. This sponsorship supports IPA's role as the voice of philanthropy in Indiana. You will receive recognition during policy-related networking and educational programs, and within IPA's *Statehouse News* e-newsletter. You will be recognized on event pages and promotions for IPA's regional Legislative Roundtable convenings, Day at the Statehouse, Indiana Legislative Preview and Wrap-up Webinars, and at Foundations on the Hill.



Content Sponsor - \$1,500

Opportunity to publish insight article on IPA's online news feed and blog site, which receives over 10,000 page views annually and attracts over 8,000 new users. IPA will also promote your article within the IPA Weekly newsletter (35% open rate) and on social media channels. Your article will be promoted to the first article listed on IPA homepage for 30 days.

Program Support

Sponsorship Opportunities

Program Sponsor - \$2,500

Program sponsors advance learning in Indiana's philanthropic field while demonstrating your organization's expertise and giving your professionals the opportunity to engage with foundation leaders across Indiana. IPA's 2021 programs convened over 3,300 individuals representing nearly 350 organizations.

This sponsorship can include: Introduction and recognition at event, formal speaking opportunity, logo on event materials and promotions, opportunity to host at your facility, incorporation into educational curriculum upon approval by IPA.

Select one existing IPA program or discuss alternate program ideas with IPA.



Rural Prosperity Symposium

After popular demand by its members, IPA will host it's first-ever Rural Prosperity Symposium this summer. Details will be released soon. Contact us to learn about sponsorship details.

GRANTMAKING 101 WORKSHOP

Grantmaking 101 is designed for new and emerging grantmakers of all types. It provides individuals responsible for funding decisions with the tools and resources to increase the effectiveness of their grants. The course features numerous field experts who walk participants through best practices and strategies to help foundation staff and board members define the purpose and practice of philanthropy, as well as understand the people impacted by philanthropic giving.

GRANTMAKING 201 WORKSHOP

Building upon IPA's Grantmaking 101 workshop, Grantmaking 201 offers foundations of all types an advanced guide to effective grant management processes. The multi-day workshop digs deep into emerging trends as experts share institutional knowledge shaping the purpose, practice, and people of effective philanthropy.

MUTZ PHILANTHROPIC LEADERSHIP INSTITUTE

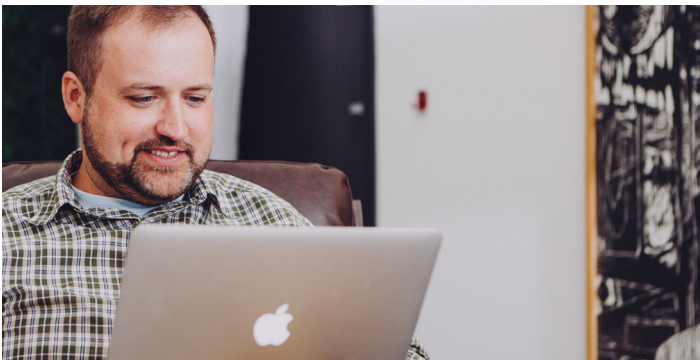
The John M. Mutz Philanthropic Leadership Institute is a cohort-style training program designed to identify new leaders, increase bandwidth of philanthropists, and develop talented individuals for future leadership with their organizations and in their community. With day-long education sessions meeting monthly, there are myriad opportunities to showcase your organization's expertise in front of this select audience.

Premiere Content Partnerships

Sponsorship Opportunities

Premiere content partnerships bring your expertise to over 1,000 Indiana foundation staff and boards through learning and networking events (engaging 76% of members), and IPA publications. Insight articles are published to IPA's online news feed and blog site, which averages over 10,000 page views and attracts 8,000 new users annually. Articles are promoted within the IPA Weekly newsletter (35% open rate), social media channels, and IPA's website homepage.

WHAT YOU GET...	Champion \$15,000	Connecting \$10,000	Supporting \$5,000
Logo on IPA homepage for all of 2022	✓	✓	
Recognition during IPA learning events and on social media channels	✓	✓	
Opportunity to speak at or facilitate a portion of an IPA program based on area of expertise (subject to negotiation and final approval by IPA)	✓	✓	✓
Promotion of your organization's trainings through IPA website and social media channels	4	2	1
Co-branded training by your organization and IPA with promotions through IPA website and social media channels	2	1	
Host a networking event	✓	✓	
Publish insight article on IPA news feed/blog site and shared in IPA Weekly newsletter and social channels	3	2	1
Advertisement in IPA Weekly e-newsletter	3 months	2 months	1 month



IPA Member Snapshot



190+

MEMBER ORGANIZATIONS

1K+

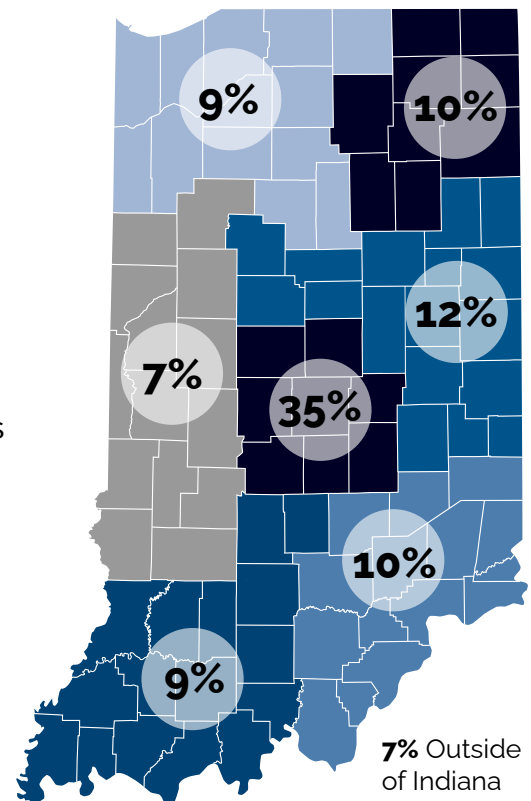
GRANTMAKING
PROFESSIONALS

86%

OF MEMBERS ENGAGE
IN IPA EVENTS

IPA foundation members
hold **\$31.5 billion**
in assets & granted over
\$1.2 billion in their
latest reporting year.

% OF MEMBERSHIP BY REGION



MEMBER TYPES

- Community Foundations
- Corporate Foundations
- Donor-Advised Funds
- Family Foundations
- Giving Circles
- Government Grantmakers
- Independent Private Foundations
- Regranting Organizations
- Professional Advisors
- Public Foundations
- Students of Philanthropy
- Workplace Giving Programs

MEMBER STAFF ROLES

- Leadership
- Administration, Operations, Systems
- Programs
- Governance
- Accounting, Finance
- Development
- Marketing, Communications
- Community Engagement
- Grants
- Data, Strategy, Evaluation
- Corporate Social Responsibility