

A vibrant night scene of Nashville, Tennessee. The AT&T Building, a prominent skyscraper with a blue glass facade and illuminated spires, stands on the left. To the right, a brick building is adorned with colorful neon signs. A large sign shaped like a guitar neck reads "NASHVILLE COUNTRY ROADS" in blue and yellow, with a "MUSIC CITY" sign below it. Further down, a sign for "ERNEST TUBB RECORD SHOP" features a guitar graphic, and another sign below it says "REAL COUNTRY MUSIC LIVES HERE OUR 71ST YEAR". The sky is a deep blue with some clouds.

Raise[®] 2023

Your Sponsor Invitation

— N A S H V I L L E —

S E P T E M B E R 1 1 & 1 2 , 2 0 2 3

presented by onecause[®]



Karrie Wozniak

Chief Marketing Officer

OneCause

Raise[®]
2023

Welcome to Raise 2023

Our passionate and fearless community of nonprofit professionals, industry leaders, and growth-minded brands are gathering September 11-12 at the historic Country Music Hall of Fame, for what promises to be the best and biggest Raise Conference ever!

In its seventh year, Raise has grown into an iconic conference, known for its innovative topics, industry-leading content, interactive format, and cutting-edge conference partners. It has grown from 140 attendees and 3 original sponsors in 2017 (thank you...) to a sold out sponsor pavilion and thousands of Fearless Fundraisers.

The unique blend of proven quality, value, and fun has given nonprofits and like-minded brands a vibrant forum and strong community to explore the future of fundraising - together. Together with YOU, our trusted sponsors, we've built an amazing conference brand.

Raise 2022 in Chicago was sold out both in attendees and sponsorships. Our waiting list of professionals wishing to attend Raise, along with our 70,000-email marketing list and year-round digital engagement strategies have created huge demand for Raise 2023.

Let's just say ***we have big plans*** for Nashville!

We hope you will join us September 11-12, 2023 at the Country Music Hall of Fame. I am confident you will see many exciting ways to showcase your brand in our Raise 2023 Prospectus. We've saved a spot at our sponsor pavilion just for you.

Let's Raise It!

Karrie Wozniak
CMO, OneCause

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Welcome to Nashville

H O M E T O R A I S E 2 0 2 3

The Country Music Hall of Fame is the stage to Raise 2023 sponsor pavilion.

The iconic museum is the world's largest repository of country music artifacts. Its first members – Jimmy Rodgers, Fred Rose, and Hank Williams – were inducted in 1961.



They've since been joined by the greats like Garth Brooks, Alabama, Minnie Pearl, Dolly Parton, and so many other artists who made significant contributions to the advancement of country music. The grandiose setting is a special space for attendees to meet, mix, and mingle with Raise 2023 sponsors.

Seven years and growing.

There's something undeniably special about Raise that motivates attendees and sponsors to attend year after year, even from Australia and the Brazilian rainforest! This year promises to be the biggest and greatest Raise experience yet. The Nashville backdrop affords many novel and exciting sponsor opportunities that connect your brand to nonprofit decision-makers, before, during, and well-after the Conference. Imagine your logo on a giant, outdoor, digital billboard!

Raise offers flexible and customizable sponsorship packages to expand your reach and maximize your lead generation efforts. Get in front of the fundraising professionals who make it happen every day.

Limited spaces available



Raise Conference

A T - A - G L A N C E

49

states and 4 countries
represented

2660

completed
challenges

900

sponsor game
participants

10

streaming podcast
channels

5★

average session rating
(on a 1 -5 scale)

2190

sponsor impressions

748

active conference app
users

1424

post likes

JOB LEVEL

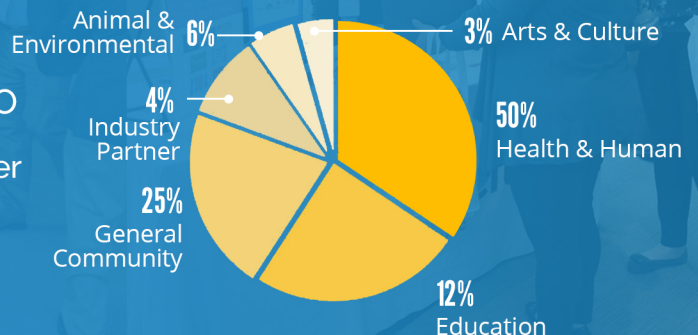
OF ATTENDEES

55% Executive/CEO

43% Manager/Other

2% Associate

ORGANIZATION TYPES



SOCIAL MEDIA FOLLOWING

32,788



8333



1684



3016



MAXIMUM ENGAGEMENT

- ✓ Interaction & Idea Sharing
- ✓ Industry-leading Content
- ✓ Peer & Sponsor Collaboration
- ✓ Community & Connection
- ✓ Sponsor Integration
- ✓ Podcasts, Panels, & Webinars



RAISE combines interactive learning with a hands on application.

RAISE offers a full two day conference packed with dynamic, interactive sessions.



PAST KEYNOTE SPEAKERS INCLUDE

Jason Barnaby, Shanna Adamic, Pam Sherman
Ian Adair, Kishshana Palmer, Sarah Evans



RAISE SPONSOR PAVILION

The exhibitor sponsor pavilion is at the epicenter of the Raise conference. We carefully design sponsor promotions to drive booth traffic and get our sponsors in front on nonprofit leaders who make decisions.

To expand reach globally, the Raise conference app complements the in-person sessions for an inclusive conference experience and ongoing exposure. Raise offers a wide-range of mix and match opportunities so that you may select the best options that meet your marketing needs. Raise is the ideal place to meet industry influencers and establish long-term relationships.

Raise sponsors bring tremendous value to the Conference. *We couldn't do it without you.*

Visionary

Premier Brand Opportunity

First choice booth selection, speaker or panel session, content collaboration (eBook & webinar), Nashville billboard, plus an extensive promotional package.

\$25,000

3 available

VISIONARY
3 Available

TRAILBLAZER
8 Available

TRENDSETTER
14 Available

\$25,000

\$12,000

\$7,500

SPONSOR PAVILION

Virtual Booth & Video Room on Raise Conference App



12 x 10 Conference Booth Space



6 x 10 Conference Booth Space



PRE-CONFERENCE MARKETING & BRANDING

First choice booth location selection



Newsletter spotlight



Promotional e-mails



Prominent logo recognition on Raise conference web site



Sponsorship mention and commercial on Raise Nation Radio podcast - 1 episode



Logo on Raise intro video



Raise Nation Radio podcast interview



Promotion on social media channels



Consultive planning session with OneCause marketing team



Sponsorship Levels

Raise
2023

VISIONARY 3 Available

\$25,000

TRAILBLAZER 8 Available

\$12,000

TRENDSETTER 14 Available

\$7,500

RAISE CONFERENCE APP

Banner carousel	✓	✓	
Branded virtual booth	✓	✓	✓
Real-time video room	✓	✓	✓
Chat	✓	✓	✓
CTAs	2	2	1

CONFERENCE EXPERIENCE, PROMOTION, & BRANDING

Speaking or Panel Session	✓		
'Welcome Fearless Fundraisers' outdoor Nashville billboard (over 1300 blips)	✓	✓	
Lead Retrieval	✓	✓	✓
Open session (2-minute introduction)	✓		
Main stage shout out	✓	✓	
Push notification	1		
High profile branding opportunity	✓	✓	✓
Conference signage	✓	✓	✓
All-access conference pass	3	2	2
Customer discount code	branded	✓	✓

POST-CONFERENCE MARKETING & BRANDING

Post conference metrics	✓	✓	✓
Attendee opt-in list	✓	✓	✓
Webinar & eBook collaboration	✓		



Customize Your Sponsorship for Maximum Brand Exposure

● Available at ALL Levels ●

Keynote Sponsor	\$15,000
Live Digital Mosaic	\$15,000
Concert Sponsor for Monday Night Networking Event	\$20,000
Elevator Sponsor - 1 available	Call to Discuss
Column Wrap - 2 available	Call to Discuss
Registration Sponsor	\$3,000
Cocktail Napkins for Networking Events	\$4,000
Charging Station Sponsor	\$3,000
Speciality Dessert (Donut Wall / Cupcake Tower)	\$5,000
Fearless Selfie Station	\$5,000
Country Music Hall of Fame Attendee Tours - 3 available	\$2,000
Host Morning Activity Day 1	in-kind
Grand Prize for Raise Dough Activity - 2 available <i>on stage drawing, signage, social, branded raffle drum signage</i>	in-kind

Raise[®]

2023

“This is honestly the best conference I have been to! Raise hits every mark! I am confident I have learned so much that will help our fundraising efforts.”

“The Raise Conference is an excellent way to brush up on your development skills, learn new innovative ways to elevate your career, and create a supportive professional network of peers...you're going to be fully immersed in a way that will reenergize you with takeaways you can implement immediately!”

“Raise is full of timely and applicable topics delivered from top notch presenters. I left with pages of notes and steps that are easily executed right away.”

“I have been working in the non-profit world for almost 40 years and going to regional and national conferences but this was one of the best two days I have spent in a long, long time. We brought back so many ideas that we can put into action immediately as well as discuss for more long term fundraising development. Thank you!”

“Raise 2022 was excellent. As a fundraiser, I was able to learn many new things and get affirmation for what I am already doing. Thank you!”

Contact Us



Dawn Lego

Director of Brand Engagement & Channel Marketing
dlego@onecause.com



Diana Fragnito-Cuevas

Director of Partner Development
dfragnito@onecause.com
