



Raise[®] 2024

Your Sponsor Invitation

N A S H V I L L E

S E P T E M B E R 9 & 1 0 , 2 0 2 4

presented by onecause[®]



Karrie Wozniak

Chief Marketing Officer

OneCause

Raise[®]
2024

Welcome to Raise 2024

We're thrilled to have you join our passionate community of nonprofit professionals, industry leaders, and forward-thinking brands at the Country Music Hall of Fame on September 9-10.

That's right, we're headed back for an encore experience in Nashville to help nonprofits from all over grow their impact.

In its eighth year, Raise has become the go-to conference known for its top-notch content, diverse topics, interactive format, and innovative partners. We've welcomed thousands of fearless fundraisers over the years, and in 2024 we expect 600+ fundraising professionals to join us.

We're gearing up for another extraordinary event, and I want to thank you for being a part of the Raise journey. The unique blend of quality, value, and fun that Raise offers has provided nonprofits and like-minded brands with a vibrant platform and a strong community to explore the future of fundraising - together.

We invite you to join us on September 9-10, 2024. I'm confident that you'll discover many exciting opportunities to showcase your brand in our Raise 2024 Prospectus. We've set aside a special spot at our sponsor pavilion just for you.

Let's Raise It!

Karrie Wozniak
CMO, OneCause



Table *of* Contents

Audience Demographics	5
Conference Details	6
Sponsorship Opportunities	7
Contact Page	11

Welcome to Music City

H O M E T O R A I S E 2 0 2 4

The sponsor pavilion at Raise 2024 is framed by breathtaking floor-to-ceiling windows offering a unique indoor-outdoor experience.



The Country Music Hall of Fame is more than a museum; it's an immersive celebration of country music's rich heritage, legends, and vibrant culture. Its iconic architecture pays tribute to the genre's enduring legacy. In Nashville, where music is woven into the city's fabric, it stands as a shining jewel.

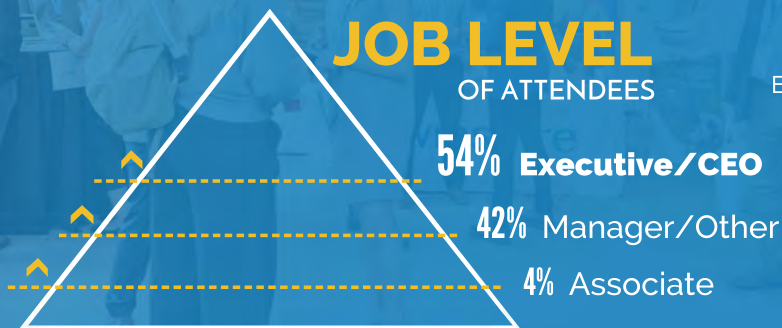
This spectacular venue provides a special space for Raise 2024 attendees to connect with sponsors and create lasting memories.

In its 8th year, Raise 2024 empowers nonprofits to grow their impact.

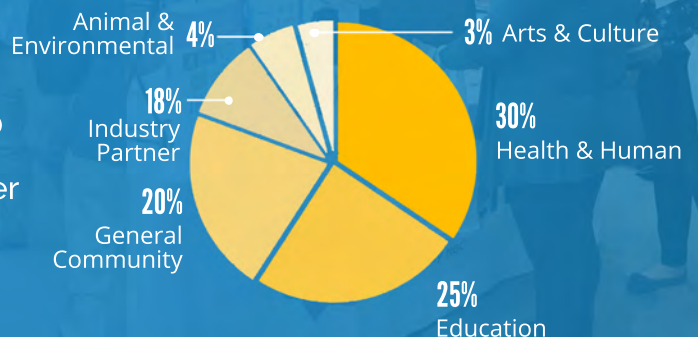
From all corners of the globe, attendees and sponsors return each year, driven by something truly special about Raise. With its carefully designed programs and unmatched sponsorship opportunities, this year's Conference is set to be the best yet. Beyond a typical industry conference, Raise embodies a fearless community of fundraisers. #FearlessFundraisers

Raise offers flexible 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.

Who You'll Meet



DIVERSE, IMPACTFUL ORGANIZATIONS



49 **4**
STATES & COUNTRIES
REPRESENTED

★★★★★
5-Star
Avg. Session Rating

MAXIMUM ENGAGEMENT

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



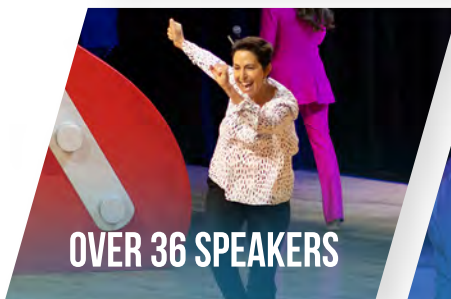
SOCIAL MEDIA
FOLLOWING
32,788 **10,000** **2000** **3016**



ATTENDEE to SPONSOR
RATIO
21 to 1

Raise integrates interactive learning with hands-on application.

Raise offers a full two-day conference packed with dynamic, engaging sessions.



PAST KEYNOTE SPEAKERS INCLUDE
Siri Lindley, Jason Barnaby, Shanna Adamic, Pam Sherman, Ian Adair, Kishshana Palmer, Sarah Evans



SPONSOR PAVILION

The sponsor pavilion and exhibits are at the heart of the Raise conference. We carefully craft sponsor promotions to draw traffic and ensure our sponsors engage directly with influential nonprofit leaders.

The Raise conference app complements in-person sessions, providing an all-encompassing conference experience. With a wide array of customizable options, you can tailor your participation to align with your marketing objectives. Raise serves as the perfect platform to connect with industry trailblazers and foster long lasting partnerships.

Your sponsorship contribution adds immeasurable value to the Conference. We couldn't do it without you.

VISIONARY 3 Available 1 left \$30,000	TRAILBLAZER 6 Available 2 left \$12,000	TRENDSETTER 8 Available 1 left \$8,000
---	---	--

MEET THE SPONSORS

Sponsor pavilion exhibit space (10' backdrop)	✓	✓	✓
Virtual booth on the Raise conference app	Banner Carousel and 2 CTA's	Banner Carousel and 1 CTA	1 CTA

PRE-CONFERENCE
MARKETING &
BRANDING

First choice booth selection	✓	✓	
Newsletter spotlight	✓	✓	✓
Promotional emails	✓	✓	✓
Prominent logo recognition on Raise conference website	✓	✓	✓
Raise Nation Radio podcast interview	✓	✓	
Sponsorship mention and commercial on Raise Nation Radio podcast - 1 episode	✓		
Logo on Raise intro video	✓	✓	
Promotion on social media channels	✓	✓	✓



VISIONARY 3 Available 1 left \$30,000	TRAILBLAZER 6 Available 2 left \$12,000	TRENDSETTER 8 Available 1 left \$8,000
---	---	--

CONFERENCE EXPERIENCE, PROMOTION, & BRANDING

Lead retrieval	✓	✓	✓
Promotion on social media channels	✓	✓	✓
Moderate session	✓	✓	
Main stage shout-out	✓	✓	
Push notification	1		
Raise Dough gamification	✓	✓	✓
Logo on Raise t-shirt (shared sponsorship)	✓	✓	
Swag item at registration (sponsor provides promo item)	✓	✓	
Museum tour tickets (20)	✓	✓	
Conference signage	✓	✓	✓
All-access conference pass	3	2	1
Customer discount code	✓	✓	✓

POST-CONFERENCE MARKETING & BRANDING

Promotion on social media channels	✓	✓	✓
Logo on thank you email	✓	✓	
Post conference metrics	✓	✓	✓
Attendee opt-in list	✓	✓	✓
Raise on demand sponsor	✓	✓	

Customize Your Sponsorship for ***Maximum*** Brand Exposure

AVAILABLE AT ALL LEVELS

SOLD OUT

Concert sponsor for #FearlessFundraiser Party ————— \$20,000

Sunday night VIP reception ————— \$10,000

Keynote sponsor
2 available ————— \$10,000

Raise Awards
OneCause match ————— \$7,500

SOLD OUT

Branded cocktail napkins for #FearlessFundraiser Party ————— \$4,000

Mobile charging station sponsor ————— \$3,000

Raise attendee scholarship ————— \$3,000

Attendee headshots ————— \$2,500

SOLD OUT

Fearless selfie station ————— \$2,500

Monday night photo booth ————— \$2,000

Illumination station (giant Litebright)
shared sponsorship, 4 available ————— \$2,000

Charity station sponsor ————— \$2,000

Raise speaker scholarship ————— \$1,500

Column wrap ————— Call to Discuss

SOLD OUT

Host morning activity day 1 ————— In-kind

SOLD OUT

Grand prize for Raise Dough activity - 2 available ————— In-kind
on-stage drawing, signage, social promotions, open session



Raise offers exceptional brand opportunities that drive connections with attendees.

Raise[®] 2024

“

This is the 4th year I have attended Raise but the first time I attended in person and it did not disappoint. Not only was I able to network with others in my field but I learned some amazing things from influential people in the industry.

”

“

Wasn't sure what to expect, and WOW! OneCause knows how to throw a great conference! Throwing in the fun with line dancing lessons and the evening social, as well as the healthy snacks between meals really helped keep us energized and not bogged down with TMI in this highly educational and jam-packed two days!

It was fantastic, relevant, entertaining, informative, inspirational and on and on. Can't say enough good things about Raise.

”

I learn new and practical ideas every time I go to the Raise Conference. Last year, I implemented many things I learned there and saw an increase in the amount we raised at our next event. I genuinely believe in Raise and will attend year after year. It is an inspiring conference!

This conference was game changing for my team! We came eager to learn and left, inspired and motivated!



Contact Us



Dawn Lego

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



Diana Fragnito-Cuevas

Director of Partner Development
dfragnito@onecause.com
