

A wide-angle photograph of the Chicago skyline across Lake Michigan. The Willis Tower is the most prominent building on the left. Numerous other skyscrapers and mid-rise buildings line the shore. The water is a deep blue, and many white motorboats are scattered across the lake. The sky is a clear, vibrant blue with a few wispy clouds near the horizon.

Raise[®] 2022

Your Sponsor Invitation

C H I C A G O , I L
S E P T E M B E R 1 2 & 1 3 , 2 0 2 2

presented by onecause[®]



Karrie Wozniak

Chief Marketing Officer
OneCause

Welcome to RAISE 2022

In its sixth year, Raise has been a catalyst for #FearlessFundraisers from around the world to connect, learn, and grow. The interactive approach to learning and networking has given industry leaders, nonprofits, and like-minded brands a unique forum and strong community to shape the future of fundraising.

Together with our sponsor partners we've built an amazing conference brand. Raise 2020 & 2021 took nonprofit conferences to a new level during the pandemic with a best-in-class virtual experience, that saw over 8,000+ fundraising trailblazers from 43 countries in attendance. This year, we are excited to keep innovating with a livestreamed experience from Chicago. By offering two registration options our goal is to help increase nonprofit access to educational programming, fundraising insights, while maximizing exposure for our Raise sponsors.

We hope you will join us for Raise 2022! We anticipate sold-out conference attendance based on early 2022 ticket sales and the trends we've seen in our Raise Nation Radio podcast and On Demand conference downloads. The excitement for Raise is real, as nonprofits look for conference experiences that prioritize quality programming, with the flexibility to engage together in-person and online.

As a trusted partner shaping the future of fundraising with us, I hope to see you in Chicago this September. We are excited to showcase your brand as part of the Raise community. Our team has worked diligently to offer sponsors a wide variety of marketing opportunities that deliver unparalleled access to the most influential fundraisers in the nonprofit space. I am confident you will see that within the following prospectus pages.

Let's connect, inspire, grow, and **Raise together.**

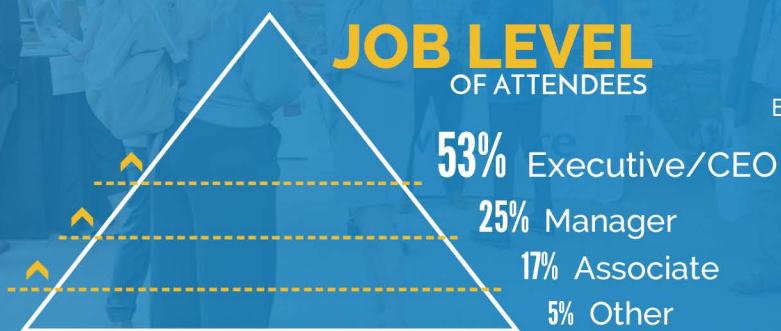
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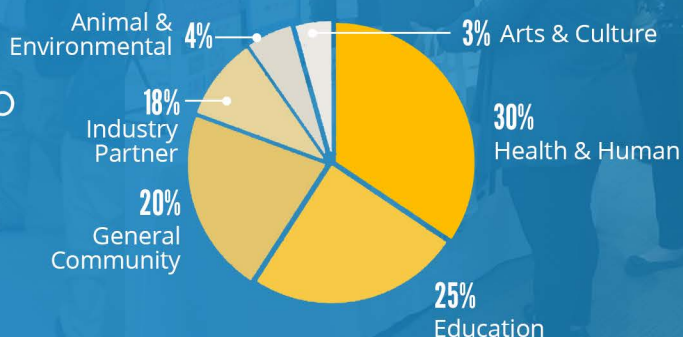
In its six-year history, Raise has welcomed thousands of #FearlessFundraisers from Miami to Seattle, Belfast to San Diego, Honolulu, Anchorage, Canada, and even the Brazilian rainforest. ***This year is no exception.*** We'll gather in-person in Chicago and online from all corners of the world to learn, share, and network with nonprofits, industry experts, sponsors, and thought leaders to explore the future of fundraising.

The Raise Community is strong, resilient, and creative. It has never been more important or more exciting to connect and get in front of fundraising professionals who make it happen every day. Secure your sponsorship spot today and be part of the most respected and engaging fundraising conference of the year.

AUDIENCE DEMOGRAPHICS



ORGANIZATION TYPES



SOCIAL MEDIA FOLLOWING

32,788



6384



1475



43

countries
represented

MAXIMUM ENGAGEMENT

- ✓ Interactive Sessions
- ✓ Idea Sharing
- ✓ Industry Leading Content & Collaboration
- ✓ Connections & Social Activities
- ✓ Podcast, Panels, & Webinars
- ✓ Sponsor Integration



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

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



RAISE SPONSOR PAVILION

The exhibitor and sponsor pavilion are at the epicenter of the RAISE Conference. We carefully design sponsor promotion to drive booth traffic and get our sponsors in front of nonprofit leaders who make decisions. Morning and evening activities, breaks, snack-time & meals, dedicated exhibit time, gamification, fun events, and a warm, intimate vibe makes Raise the premier fundraising conference.

To expand reach globally, the Raise Conference App complements the in-person sessions for an inclusive conference experience. And we're continually introducing new elements such as video commercials, real-time video rooms, and Raise Nation Radio podcast for authentic, unscripted discussions. Raise sponsors bring tremendous value to the Conference. We couldn't do it without you.

★ Visionary ★

Premiere Brand Opportunity includes:

TRAILBLAZER *plus* Monday Night Reception shared sponsorship, eBook collaboration, nonprofit discount code, and Speaking Engagement

\$20,000

3 available

4 Available

6 Available

9 Available

TRAILBLAZER

TRENDSETTER

THOUGHT LEADER

\$10,000

\$6,000

\$3,000

SPONSOR PAVILION

Virtual Booth & Video Room on Raise Conference App



Conference Booth Space



PRE-CONFERENCE MARKETING & BRANDING

Newsletter Spotlight



Promotional e-mails



Prominent logo recognition on RAISE conference website



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



Consultative planning session with OneCause Marketing team



Sponsorship Levels

Raise[®]
2022

4 Available

6 Available

9 Available

TRAILBLAZER

TRENDSETTER

THOUGHT LEADER

\$10,000

\$6,000

\$3,000

RAISE CONFERENCE APP

Banner Carousel	✓	✓	✓
30 second video commercial (new on Raise Conference App)	✓		
Branded virtual booth	✓	✓	✓
Real-time video room	✓	✓	✓
Chat	✓	✓	✓
Gamification	2	1	1
CTAs	3	2	2

CONFERENCE EXPERIENCE, PROMOTION, & BRANDING

Introduce session	✓		
Promotion on social media channels	✓	✓	✓
High-profile branding opportunity	✓	✓	✓
Swag item in RAISE tote (sponsor provides promo item)	✓	✓	✓
Conference signage	✓	✓	✓
All Access conference pass	2	2	

Exclusive for Visionary & Trailblazer Sponsors

ALL-INCLUSIVE SPONSORSHIP

You pick, first come, first serve: Customize your conference experience by choosing to sponsor a breakfast, happy hour, lunch, snack, or morning activity on day 1 or day 2.

Sponsorship Levels

Raise[®]
2022

4 Available

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TRAILBLAZER

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POST-CONFERENCE MARKETING & BRANDING

Promotion on social media channels	✓	✓	✓
Logo on thank you email	✓	✓	
Post conference metrics	✓	✓	✓
Attendee Opt-in List	✓	✓	
Webinar collaboration	✓		

ADD-ONS

Sunday night VIP reception (open to Trailblazer/Visionary) _____ \$7,000.00

Keynote sponsor (open to Trailblazer and Visionary) _____ \$5,000.00

Selfie station / photo opp sponsor _____ \$2,500.00

Raise store / Raise dough _____ \$2,000.00

Registration sponsor _____ \$2,000.00

Raise[®] 2022

Stephanie Adomaitis
Senior Engagement Manager
Rotary International - HQ

Learning so much from all of you fearless fundraisers

Sending a big shoutout to OneCause and all the speakers for generously sharing your wisdom and experience and providing such a high energy conference, jampacked with content that was both inspirational and practical.

Raise is by far the most valuable conference I attend every year. In my role, I drive the overall strategy and execution for both Peer-to-Peer events and our more traditional gala. Raise offers content that applies to both tracks, which I've found is rare. I always leave inspired, refreshed, and equipped with lots of new ideas and tools to bring back to my work. I can't recommend raise highly enough for my fellow, passionate fundraising professionals!

The RAISE Conference left me feeling refreshed, energized, and bursting with ideas with how to implement strategies to raise more money for the cause I deeply believe in!

No matter how much you know, there is always more. Exposure to new people created exposure to new resources. I feel refreshed, encouraged, and excited by the new people and ideas I was exposed to. Thanks.

Contact Us



Dawn Lego

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



Diana Fragnito-Cuevas

Director of Partner Development
dfragnito@onecause.com
