



2026 Sponsorship Prospectus



**Association of Advancement
Services Professionals**
Fueling nonprofits. Advancing careers.

About Our Association

Association of Advancement Services Professionals (aasp) is the preeminent network of current and aspiring leaders in advancement services who inform the strategy and direct the operations that fuel and fund nonprofit organizations.

As the only association focused exclusively on bringing a big-picture perspective to the full scope of advancement services across all nonprofit sectors, aasp serves as an authority on best practices, an advocate for the field and an incubator of innovation.

In a rapidly growing and evolving profession charged with managing and leveraging vast amounts of data and information, aasp provides education and tools to help members tackle what's now and prepare for what's next—from emerging technologies to regulatory changes and risk mitigation to systems integration.

MISSION STATEMENT

We strengthen the field of advancement services and the careers of individual professionals by connecting, informing and empowering a network of current and aspiring advancement services leaders.

VISION STATEMENT

We envision a successful future for all nonprofits, advanced by the contributions of our diverse and extensive network of advancement services professionals.

CUSTOMIZE YOUR SPONSORSHIP

aasp recognizes that each sponsoring organization has unique interests and needs. Contact aasp to customize a sponsorship package of available opportunities that will maximize your exposure and stay within your budget.

To customize a package, contact the aasp office at:



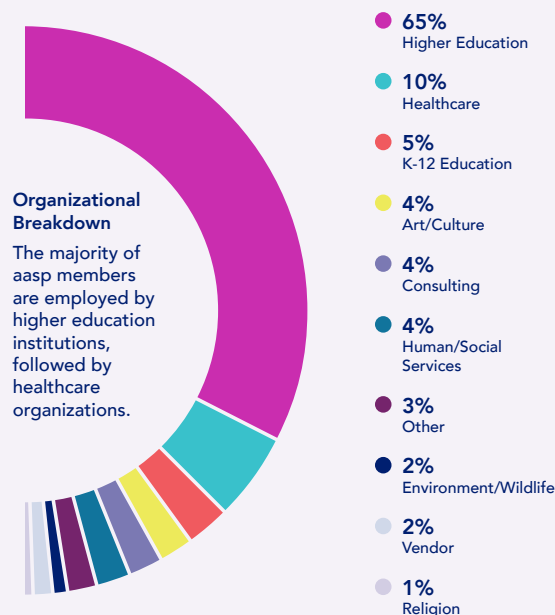
aaspadmin@advserv.org



(206) 803-1292

KEY DUTIES OF ADVANCEMENT SERVICES PROFESSIONALS

- > Facilitate fundraising, gift processing, constituent tracking, relationship management, fund management and stewardship.
- > Provide the essential infrastructure of the advancement enterprise.
- > Position front-line colleagues (fundraisers, alumni officers) for success in relationships with donors, potential donors, volunteers and supporters.
- > Minimize risks that management incurs by accurately recording and reporting fundraising information and by securely managing sensitive data.
- > Understand, explain and apply all regulations and guidelines governing fundraising, gift processing and gift accounting (IRS, CASE, FASB/GASB, etc.).
- > Stay current with trends in philanthropy and with the technical developments that apply to the profession; communicate and lead their organizations in applying these developments.
- > Maintain data quality, acquire new data and perform analytics to improve the ability to raise funds and engage constituents.



Digital Sponsorship Opportunities

WEBINAR SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSOR – \$1,500

Range of 120 to 825 attendees | Average of 378 attendees

- ✓ Logo recognition on Website and in NewsBytes
- ✓ Branded Waiting Room
- ✓ Promo Video
- ✓ Access to Webinar attendee list

MARKETING SPONSORSHIP OPPORTUNITIES

COMPANY EVENT PROMO – \$1,000

Average 1,000 weekly site users

- ✓ Provide information about your company event or webinar and we will post to the aasp website for all our members and prospective members to see (at least 4 weeks out from event)
- ✓ Promotion of your company event within one of our weekly NewsBytes email which goes out to all members

COMPANY AD

NewsBytes stats

Average 2700 weekly sends | Average 30% open rate | Average 10% click-through rate

- > 600 x 350 px - \$750 | 4 week reoccurring ad bundle \$2,500
- > 600 x 200 px - \$650 | 4 week reoccurring ad bundle \$2,100
- > 600 x 100 px - \$550 | 4 week reoccurring ad bundle \$1,700
- ✓ Provide a company ad to be listed in weekly NewsBytes emails to all members (ad must be in one week prior to send date)

2026 Leadership Institute Opportunities

March 1-3, 2026 | Georgia Tech Hotel and Conference Center | Atlanta, GA

WHAT IS THE LEADERSHIP INSTITUTE

The aasp Leadership Institute brings together a select group of up to 60 top nonprofit leaders for an exclusive, in-person experience focused on advancing fundraising, leadership, and technology. With facilitated discussions, panels, and white papers that influence the sector, the Institute creates a unique space for thought leadership, networking, and long-term impact, offering sponsors rare visibility and direct connection with decision-makers shaping the future of philanthropy.

Sponsor Recognition	Title \$17,500	Premiere \$10,000	Elite \$5,000	Supporter \$1,000
Looping Slides	Full Slide Ad	Logo	Logo	Logo
Leadership Institute Webpage	Logo with Link	Logo with Link	Logo with Link	Name with Link
Event Signage	Logo	Logo	Logo	Name
Event Emails	Logo with Link	Logo with Link	Name with Link	
Verbal Recognition during Opening Reception Remarks	✓	✓	✓	
Pre & Post Event Sponsor Spotlight Email	Pre & Post Individual	Pre & Post Group	Post Group	
Recognition on White Paper	Logo			
Event Benefits				
Attendee List	✓	✓	✓	Post Event Only
Number of Representatives	2	1	1	
Opening Reception Sponsor	✓			

BENEFITS GLOSSARY

Pre & Post Attendee List

- > Pre: two weeks prior to event
- > Post: one week after event
- > Includes all opt-in attendees' names, organizations, titles, and email addresses

Pre-Institute Email

(sent two weeks out from event)

- > Individual: Custom email to Summit registrants
- > Group: Linked Logo, Company Name, Company Description, and Booth Number

Post-Institute Email

(sent two weeks after event)

- > Individual: Custom email to Summit registrants
- > Group: Thank you to all of our sponsors with linked logo

Representatives

- > Access to socials, exhibit hall, and meals only

White Paper Recognition

- > Listed as contributor on Leadership Institute White Paper

aasp Summit



WHO ATTENDS SUMMIT

Last year's Summit brought together over 700 industry leaders, innovators, and decision-makers within the Advancement Services industry. Attendees came from a wide range of sectors, including technology, finance, healthcare, and education, ensuring a vibrant exchange of ideas and opportunities for meaningful connections.

Attendee Professional Titles Include:

- > CEO, COO, and other C-Suite Executives
- > Associate, Assistant, and Senior Directors
- > Business, Gift, and Data Analysts
- > And more!



2026 SUMMIT

September 21-24, 2026
Baird Center
Milwaukee, Wisconsin

PRELIMINARY 2026 EXHIBIT SCHEDULE*

*SUBJECT TO CHANGE

Date	Time	Event
Monday, September 21, 2026	12:00 - 5:00 PM	Move In
Tuesday, September 22, 2026	8:00 AM - 5:30 PM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall
Wednesday, September 23, 2026	8:00 AM - 5:30 PM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall
Thursday, September 24, 2026	8:00 - 10:30 AM	Exhibit Hall Hours
	Various	Breaks in Exhibit Hall

2026 Summit Sponsorship Opportunities

September 21-24, 2026 | Baird Center | Milwaukee, Wisconsin

Sponsor Benefit	Capstone (Exclusive) \$22,000	Platinum \$17,000	Gold \$12,000	Silver \$9,000	Bronze \$6,000	Exhibit Booth \$3,500	Exhibit Table Top* \$2,500
Exhibit Space	20'x20'	10'x20'	10'x10'	10'x10'	10'x10'	10'x10'	6' Table
Booth Representatives	5	4	3	2	1	1	1
Pre & Post Attendee List	✓	✓	✓	✓	✓	✓	✓
Recognition on Summit website and app	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on Event Signage	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition in Summit emails	Logo	Logo	Logo	Name	Logo		
Sponsor Exclusives	✓	✓	✓	✓	✓		
Mobile App Notifications	2 custom	1 custom	2	1	1		
Vendor Directory Listing	Premium	Premium	Basic	Basic			
Pre-Summit Spotlight Email	Individual	Group	Group				
Post-Summit Spotlight Email	Individual	Group	Group				
60-Minute Session at Summit	✓	✓	✓				
aasp Organizational Membership	✓	✓					

* First-Time Sponsors Only

BENEFITS GLOSSARY

Exhibit Space

- > Includes 6' table, 2 chairs, wastebasket, and ID sign
- > Booths come with 8'H backwall and 3'H siderail drape

Booth Representatives

- > Access to socials, exhibit hall, and meals only

Pre & Post Attendee List

- > Pre: two weeks prior to event
- > Post: one week after event
- > Includes all opt-in attendees' names, organizations, titles, and email addresses

Mobile App Notifications

- > Will include your company name and a prompt to visit your booth
- > Custom Notifications: Provide up to a 150-character limit notification to go out to Summit attendees

Vendor Directory Listing

(for year of sponsorship)

- > Premium: Linked Company Name, Company Description, Linked Logo, Contact Information, Category, Linked Website
- > Basic: Linked Company Name, Linked company Logo, Category, Linked Website

Pre-Summit Spotlight Email

(sent two weeks out from event)

- > Individual: Custom email to Summit registrants
- > Group: Linked Logo, Company Name, Company Description, and Booth Number

Post-Summit Spotlight Email

(sent two weeks after event)

- > Individual: Custom email to Summit registrants
- > Group: Thank you to all of our sponsors with linked logo

60-Minute Session at Summit

- > First come, first serve (10 available)
- > Present a 60-minute sponsored session at Summit
- > Up to two registrants at the speaker rate

aasp Organizational Membership

- > Includes 2 people (additional people will be at the \$240 rate)
- > If your organization has already paid for a membership, we will add two additional people to your organizations membership with your current expiration date

Right of first refusal (ROFR) is provided to incument sponsors through October 31, 2025

2026 Summit Sponsorship Opportunities

September 21-24, 2026 | Baird Center | Milwaukee, Wisconsin

SPONSORSHIP EXCLUSIVES

CAPSTONE EXCLUSIVES – \$22,000

- ✓ Exclusive Sponsorship of Summit app
- ✓ Opportunity to provide live remarks or pre-recorded video (1-2 minutes) to be played at the start of the Summit
- ✓ Track Sponsor, first opportunity to select track and intro all sessions within track

PLATINUM EXCLUSIVES – \$17,000

Opening Keynote (1 Available)

- ✓ Opportunity to provide live remarks or a pre-recorded video (1-2 min) to be played at the start of the opening Keynote

President's Reception (1 Available)

- ✓ Opportunity to provide a pre-recorded video (1-2 min) to be played at the President's Reception

Summer Series (1 Available)

- ✓ Opportunity to provide a pre-recorded video (1-2 min) to be played at the start of the Summer Series webinars

Headshot Lounge (1 Available)

- ✓ Opportunity to provide custom messaging to be included in post-Summit email with link to head shot photos

GOLD EXCLUSIVES – \$12,000

Track Sponsor (4 Available)

- ✓ Opportunity to provide a pre-recorded video (1-2 min) to be played at the start of one (1) of the following proposed track sessions and leave collateral in session room

- > Leadership
- > Operations/Organizational Development
- > Prospecting/Strategic Planning
- > Technology
- > Data

Lanyards (1 Available)

- ✓ Company logo featured on attendees' lanyards (600 count)

PLUS UPGRADE – \$3,000

Upgrade your Platinum or Gold Sponsorship to the PLUS level to receive these additional benefits:
weeks after the event to Summit registrants

- ✓ Post Summit Sponsored Email - Custom email sent within two

2026 Summit Sponsorship Opportunities

September 21-24, 2026 | Baird Center | Milwaukee, Wisconsin

SPONSORSHIP EXCLUSIVES (CONTINUED)

SILVER EXCLUSIVES – \$9,000

Tote Bag (1 Available)

- ✓ Company logo featured on attendees' tote bags (600 count)

Hotel Key Card (1 Available)

- ✓ Company logo featured on attendees' hotel keys (600 count)

Charging Lounge (2 Available)

- ✓ Recognition of sponsorship on signage and opportunity for custom branding options in the charging station located in the exhibit hall

Library (1 Available)

- ✓ Recognition of sponsorship on signage and opportunity to leave collateral in the Library

Paws for a Break (1 Available)

- ✓ Recognition of sponsorship on marketing materials and opportunity for custom branding option in the Paws for a Break puppy area

Pre-Conference Workshop (3 Available)

- ✓ Opportunity to provide a pre-recorded video (1-2 min) to be played at the start of one (1) of the following Pre-Conference sessions and leave collateral in workshop rooms

BRONZE EXCLUSIVES – \$6,000

Activity Sponsor (2 Available)

- ✓ Logo recognition of sponsorship on signage and marketing materials

Networking Break (5 Available)

- ✓ Logo recognition of sponsorship on signage and marketing materials

Podcast Station (1 Available)

- ✓ Logo recognition of sponsorship on signage and marketing materials

Volunteer Reception (1 Available)

- ✓ Logo recognition of sponsorship on signage and marketing materials

Navigate Workshop (1 Available)

- ✓ Logo recognition of sponsorship on signage and marketing materials

2026 Summit Sponsorship Opportunities

September 21-24, 2026 | Baird Center | Milwaukee, Wisconsin

A LA CARTE SPONSORSHIP OPPORTUNITIES

WIFI SPONSOR – \$8,000

1 Available

- ✓ Recognition on signage and marketing materials
- ✓ Logo featured on Wi-Fi login splash page
- ✓ Company name used as network password
- ✓ Redirect to company website after login

BREAKFAST SPONSOR – \$1,000

2 Available

- ✓ Premier logo recognition featured throughout one of Summit's daily breakfasts
- ✓ Recognition on the Summit website, emails, and app

INNOVATION LAB – \$3,000

3 Available

- ✓ Dedicated space to provide uninterrupted demos to attendees for a one and a half hour slot
- ✓ Room is set with rounds and basic AV (screen, projector and mic)

LEAD RETRIEVAL – \$350

Includes two licenses

- ✓ Understand who is visiting your booth by upgrading your booth with lead retrieval
- ✓ Access to real-time reports
- ✓ Scan from your mobile phone or tablet
- ✓ Additional licenses can be purchased at \$175 each

ROOM DROP SPONSOR – \$2,500

5 Available

+ DROP FEE*

- ✓ Opportunity to provide an item that will be dropped at aasp Summit attendees' hotel rooms; this can be directed towards all or a select group of attendees
- ✓ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)

ADDITIONAL EXHIBITOR REPRESENTATIVE – \$275

Per representative

- ✓ Access to socials, exhibit hall, and meals only

> If you are looking to attend the full Summit, you would need to register as a regular attendee

WELCOME GIFT – \$1,000

5 Available

- ✓ Opportunity to provide a branded item to be given away to each Summit attendee upon check-in for the event (600 total)
- ✓ Items to be provided by sponsoring company (sponsoring company to cover the cost of each item)

APP PUSH NOTIFICATION – \$250

10 Available

- ✓ Provide content for a custom mobile app to go out to Summit attendees