



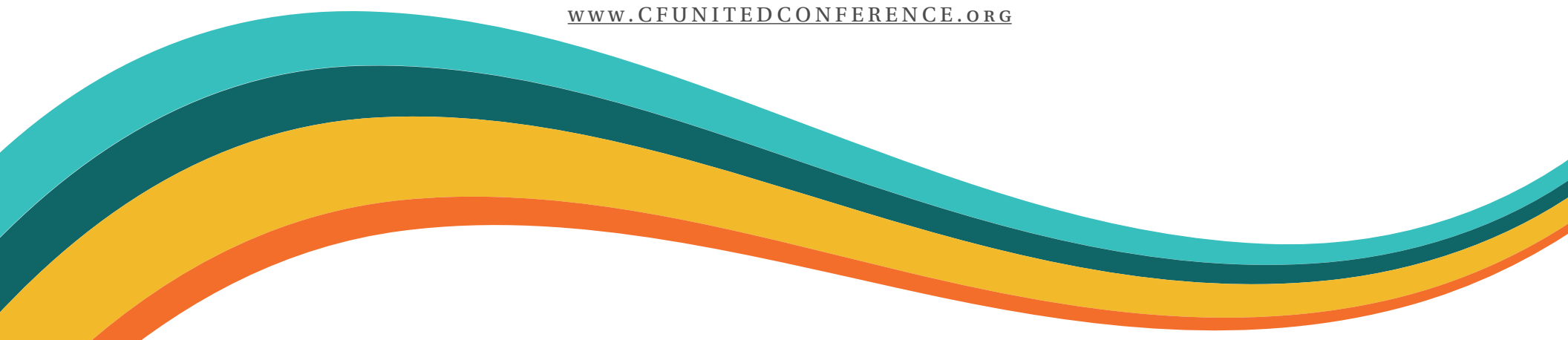
CFUNITED



P O W E R O F P L A C E

2020 SPONSOR & EXHIBITOR PROSPECTUS

CFUNITED 2020 CONFERENCE
APRIL 5-7, 2020 | DETROIT, MI
WWW.CFUNITEDCONFERENCE.ORG





LETTER FROM THE CFUNITED CONFERENCE COMMITTEE

Dear CFUnited Conference Sponsors and Exhibitors:

On behalf of the CFUnited Conference Committee, we would like to invite you to participate in CFUnited 2020 being held April 5-7, 2020, at the Marriott at the Renaissance Center in Detroit, MI.

CFUnited represents a variety of community foundations from across the US and is dedicated to creating an inclusive conference experience that represents the diversity of the places, communities and people we serve. The program will speak to the wide range of attendees with a balance of professional development, inspiring new ideas and ways of thinking, and providing an educational benefit.

For the valued exhibitors and sponsors of our first ever conference in 2018, it is due to your support that we have established this biennial meeting. If you have not had the opportunity to partner with us in the past, we hope that you will consider engaging with us this year. We think that you will find the experience well worth the investment.

The following prospectus contains sponsorship and exhibit information. It is our hope that you will consider this valuable opportunity to contribute to the CFUnited 2020 conference with your participation and sponsorship dollars.

We look forward to seeing you at this year's conference and to learning more about the latest products and services your organization has to offer.

Thank you,

JOANNE COHEN

The Advancement Network (AdNet)
Vice President of Philanthropic Services
The Community Foundation of Northeast Florida
Jacksonville, FL

ERIC HOZEMPA

The Advancement Network (AdNet)
Executive Director
Longmont Community Foundation
Longmont, CO

HEATHER GILL FOX

CommaA
Public Relations & Marketing Specialist
Grand Rapids Community Foundation
Grand Rapids Community Foundation

NICOLE PAQUETTE

CommaA
Senior Marketing & Communications Manager
Communities Foundation of Texas
Dallas, TX

DANIELA RODRIGUEZ RANF

Council on Foundations
Program Manager
Council on Foundations
Washington, DC

BRAD WARD

Council on Foundations
Director, Community Philanthropy
Council on Foundations
Washington, DC

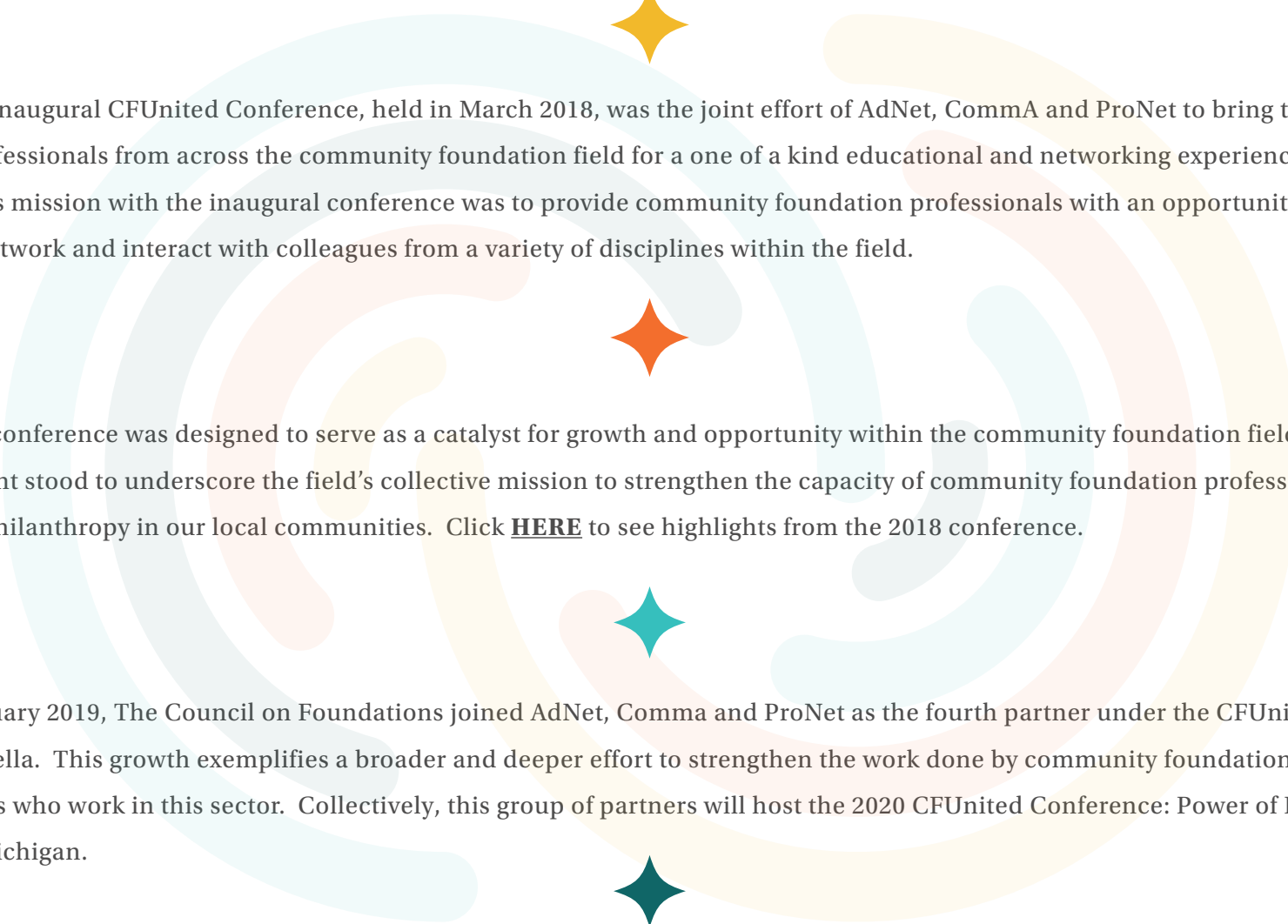
TOM LINFIELD

ProNet
Vice President, Community Impact
Madison Community Foundation
Madison, WI

LEXI OESTREICH

ProNet
Program Officer
FM Area Foundation
Fargo, ND

ABOUT CFUNITED	4
ABOUT THE CONFERENCE	4
CF UNITED: THE NUMBERS	5
IMPORTANT DATES AND CONTACTS	6
AGENDA AT A GLANCE	7
SPONSORSHIP HIGHLIGHTS	8
SPONSORSHIP OPPORTUNITIES	10
TERMS & CONDITIONS	11



The inaugural CFUnited Conference, held in March 2018, was the joint effort of AdNet, Comma and ProNet to bring together professionals from across the community foundation field for a one of a kind educational and networking experience. CFUnited's mission with the inaugural conference was to provide community foundation professionals with an opportunity to engage, network and interact with colleagues from a variety of disciplines within the field.

The conference was designed to serve as a catalyst for growth and opportunity within the community foundation field. The event stood to underscore the field's collective mission to strengthen the capacity of community foundation professionals and advance philanthropy in our local communities. Click [HERE](#) to see highlights from the 2018 conference.

In January 2019, The Council on Foundations joined AdNet, Comma and ProNet as the fourth partner under the CFUnited Umbrella. This growth exemplifies a broader and deeper effort to strengthen the work done by community foundations and the individuals who work in this sector. Collectively, this group of partners will host the 2020 CFUnited Conference: Power of Place in Detroit, Michigan.



COMPANIES WHO SPONSORED AND EXHIBITED AT CFUNITED IN 2018:

- ✦ AMICUS.IO
- ✦ BLACKBAUD
- ✦ BROMELKAMP COMPANY LLC
- ✦ CFLEADS
- ✦ COMMUNITIES FOUNDATION OF TEXAS
- ✦ COMMUNITY FOUNDATION FOR THE FOX VALLEY REGION
- ✦ COMMUNITY FOUNDATION OF LORAIN COUNTY
- ✦ COUNCIL OF FOUNDATIONS
- ✦ ELKSTROM, ALLEY AND CLONTZ
- ✦ EXPONENT PHILANTHROPY
- ✦ FOUNDANT TECHNOLOGIES
- ✦ GIVESOURCE CREATED BY FIRESPRING
- ✦ GUIDESTAR
- ✦ LILLY FAMILY SCHOOL OF PHILANTHROPY
- ✦ LOCUS
- ✦ MAINE COMMUNITY FOUNDATION
- ✦ NATIONAL CENTER FOR FAMILY PHILANTHROPY
- ✦ NETWORK FOR GOOD
- ✦ RENPSG
- ✦ SILICON VALLEY COMMUNITY FOUNDATION
- ✦ SMARTERSELECT
- ✦ SMARTSIMPLE SOFTWARE
- ✦ STELLAR TECHNOLOGY SOLUTIONS, LLC
- ✦ THE ALFORD GROUP
- ✦ THE AMERICAN COLLEGE OF FINANCIAL SERVICES
- ✦ THE CHICAGO COMMUNITY TRUST
- ✦ THE COLUMBUS FOUNDATION
- ✦ THE COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION
- ✦ THE DALLAS FOUNDATION
- ✦ THE DENVER FOUNDATION
- ✦ THE LONGMONT COMMUNITY FOUNDATION

IMPORTANT DATES

AUGUST 26, 2019

Conference Registration Opens
(Early Bird!)

SEPTEMBER 16, 2019

Sponsorship & Exhibitor
Registration Opens

MARCH 6, 2020

Early Bird Registration Ends

MARCH 13, 2020

CFUnited room rate at the
Detroit Marriott at the
Renaissance Center Ends

MARCH 13, 2020

Last Day to receive a refund
on Conference Registration,
Sponsorship or Exhibiting

APRIL 1, 2020

Conference Registration Closes

REGISTRATION RATES

\$650

EARLY BIRD RATE

\$750

After

FEBRUARY 28, 2020

Online registration closes on
APRIL 1, 2020

However, you may register
ON SITE
for a rate of **\$800**

There are no
day-only rates and
everyone must be registered
for the conference,
including all exhibitors.

HOTEL RATES AND INFO

CONFERENCE HOTEL

Detroit Marriott
at the Renaissance Center
Renaissance Center
400 Renaissance Dr W
Detroit, MI 48243

HOTEL RATE

\$204 per night + taxes*

*Rate is only guaranteed through
MARCH 13, 2020.
Reservations made after March 13,
2020 are subject
to availability and
prevailing rates.

Exhibitors & sponsors have
access to the negotiated rates for
the conference hotel.
To learn more about how to book
your room, please click [here](#).

MANAGEMENT TEAM INFO

ARB MEETINGS & EVENTS

7220 Earhart Boulevard
2nd Floor
New Orleans, LA 70125

info@cfunitedconference.org

504.309.8965

SUNDAY APRIL 5, 2020

12:30 PM – 7:00 PM
REGISTRATION DESK OPEN

1:00 PM – 4:00 PM
DEI TRAINING

4:00 PM – 5:00 PM
DIALOGUES/AFFINITY
GROUP MEET & GREETINGS

5:00 PM – 5:30 PM
CFUNITED 2020 KICK-OFF

5:30 PM – 7:00 PM
EXHIBIT HALL OPENING
RECEPTION

7:30 PM
DINE AROUNDS

MONDAY APRIL 6, 2020

8:00 AM – 4:00 PM
REGISTRATION

8:00 AM – 4:00 PM
EXHIBIT HALL

8:00 AM – 8:45 AM
BREAKFAST

8:45 AM – 9:30 AM
AFFINITY GROUP MEETINGS

9:30 AM – 12:00 PM
CONCURRENT BREAKOUTS

12:00 PM – 12:15 PM
OPENING REMARKS

12:00 PM – 1:30 PM
LUNCH & OPENING PLENARY

1:30 PM – 4:00 PM
CONCURRENT BREAKOUTS

7:00 PM – 9:00 PM
CFUNITED 2020 RECEPTION

TUESDAY APRIL 7, 2020

8:00 AM – 4:00 PM
REGISTRATION

8:00 AM – 4:00 PM
EXHIBIT HALL

8:00 AM – 9:30 AM
BREAKFAST &
PLENARY SESSION

9:30 AM – 12:00 PM
CONCURRENT BREAKOUTS

12:00 PM – 1:30 PM
NETWORKING LUNCH

1:30 PM – 4:00 PM
CONCURRENT BREAKOUTS

5:00 PM – 6:30 PM
HAPPY HOUR**

6:30 PM – 9:00 PM
DINNER & CLOSING KEYNOTE

WEDNESDAY APRIL 8, 2020

Programming on
Wednesday will include
board meetings,
organizational group
meetings and other other
opportunities to further
professional development.
Please check back for a
more thorough schedule of
meetings.

*Schedule Subject to Change

**Subject to Sponsorship

As a sponsor of the CFUnited Conference, your organization obtains increased visibility not only with conference attendees, but also with the overall membership base of AdNet, Comma, Council on Foundations and ProNet – an incredible benefit for your dollar! Several sponsorship opportunities are available to fit your budget and needs. Detailed sponsorships description can be found on the following pages.

LEVEL	AVAILABLE	AMOUNT	LEVEL	AVAILABLE	AMOUNT
PRESENTING	1	\$50,000	CONFERENCE NOTEBOOK	1	\$10,000
TUESDAY DINNER	1	\$35,000	MEALS	3	\$7,500
PLENARY	2	\$25,000	DINE AROUNDS	1	\$5,000
OPENING RECEPTION	1	\$20,000	BREAKS	4	\$5,000
INTERACTIVE	1	\$17,500	LANYARDS	1	\$5,000
HAPPY HOUR	1	\$15,000	EXHIBITOR	10	\$2,500
DIGITAL EXPERIENCE	1	\$12,500	SUPPORTER	10	\$1,500
ReCHARGE LOUNGE	1	\$12,500			

HOW TO SECURE A SPONSORSHIP

You may secure a sponsorship online by clicking [here](#) or by contacting conference management at info@cfunitedconference.org.



**2020 CFUNITED
SPONSORSHIP DETAILS**

	PRESENTING \$50,000 (1)	TUESDAY DINNER \$35,000 (1)	PLENARY \$25,000 (2)	OPENING RECEPTION \$20,000 (1)	INTERACTIVE \$17,500 (1)	HAPPY HOUR \$15,000 (1)	RECHARGE LOUNGE \$12,500 (1)	DIGITAL EXPERIENCE \$12,500 (1)
10' x 10' exhibit booths	2	2	2	2	1	1	1	1
Complimentary Conference Registration(s)	6	5	4	3	3	3	2	2
One-time, individual electronic communication specifically highlighting Sponsorship or Sponsored Event Details	•	•	•	•	•	•	•	
Opportunity for Sponsor to deliver short speech or introduce Sponsored Event	•	•	•					
Opportunity for Sponsor to host dedicated Technology Partners Deep Dives Sponsor Workshop	•	•	•	•	•	•	•	•
Individual Sponsor Banner displayed at Sponsored Event or Venue	•	•	•	•		•	•	
Logo placement on Conference Signage throughout the Conference Venue	• (Premier)	•	•	•	•	•	•	•
Company Logo and 100-word description listed on Conference App	•	•	•	•	•	•	•	•
Company Logo hyperlinked to Sponsor Website on Conference Website	•	•	•	•	•	•	•	•
Dedicated Social Media Post(s) recognizing Sponsor at targeted time	2	1	1	1	1	1	1	1
Dedicated App push(es) recognizing Sponsor at targeted time	1	2	1	1	1	1	1	1
One Branded Item, such as napkin, cup, or similar, given to all Attendees at Opening Reception				•				
Exclusive Sponsor of Conference App & Wi-Fi throughout Conference Space, Logo placement on App Home Screen and all Wi-Fi Signage, Wi-Fi network name and password chosen by Sponsor					•			
Exclusive Sponsor of the CFUnited Tweet Wall, premier conference location								•
Exclusive sponsorship of the Interactive Screen showing the map of Community Foundations, where the attendees come from and other relevant information to the conference								•

**2020 CFUNITED
SPONSORSHIP DETAILS**
(CONTINUED)

	CONFERENCE NOTEBOOK \$10,000 (1)	MEALS (2 LUNCH, 1 BREAKFAST) \$7,500 (3)	DINE AROUNDS \$5,000 (1)	BREAKS (2 MONDAY, 2 TUESDAY) \$5,000 (4)	LANYARDS \$5,000 (1)	EXHIBITOR \$2,500 (10)	SUPPORTER \$1,500 (10)
10' x 10' exhibit booths	1	1	1	1	1	1	
Complimentary Conference Registration(s)	2	1	1	1	1	1	1
One-time, individual electronic communication specifically highlighting Sponsorship or Sponsored Event Details							
Opportunity for Sponsor to deliver short speech or introduce Sponsored Event		•					
Opportunity for Sponsor to host dedicated Technology Partners Deep Dives Sponsor Workshop	•						
Individual Sponsor Banner displayed at Sponsored Event or Venue	•	•					
Logo placement on Conference Signage throughout the Conference Venue	•	•	•	•	•	•	•
Company Logo and 100-word description listed on Conference App	•	•	•	•	•	•	•
Company Logo hyperlinked to Sponsor Website on Conference website	•	•	•	•	•	•	•
Dedicated Social Media Post(s) recognizing Sponsor at targeted time	1	1	1				
Dedicated App push(es) recognizing Sponsor at targeted time	1	1	1				
Company Logo/artwork prominently displayed on Sponsored Item	•			•	•		
Logo on Dine Arounds section of the Conference App and on Dine Arounds Cards			•				

1. Cancellation: Cancellations made before **February 28, 2020** will receive a refund, less the **\$150.00** conference cancellation fee. All cancellations and requests for refunds must be in writing and sent to our conference management team at info@cfunitedconference.org or via fax at (504) 327-5299. Refunds will be processed after the conference. No refunds will be given for cancellations made after the **February 28, 2020** deadline, or for conference no-shows. If you cancel after the deadline and have not prepaid your registration fee, CFUnited will bill you for your entire registration fee. Substitutions are accepted at any time at no additional charge. Registrations made after the refund cancellation deadline are not eligible for a refund.

The registration fee will be refunded approximately **30 days** after the conference, either by check or credit card, depending on the method of payment.

2. No-Shows: If an Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement CFUnited shall have the right, without notice to exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not get a refund. If you email, fax, or mail your cancellation notice, please call to confirm receipt.

3. Fees: Full payment must accompany the application for exhibit space. Exhibit location and Exhibitor Information Packets will be mailed after confirmation and payment of full sponsorship fees.

4. Indemnification & Hold Harmless:

a. The exhibitor shall indemnify, defend, and hold harmless CFUnited and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively "claims") arising out of or caused by the exhibitor's negligence in connection with the provision of services of the Detroit Marriott at the Renaissance Center. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.

b. CFUnited shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively "claims") arising out of or caused by CFUnited's negligence. CFUnited shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

c. Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless CFUnited and the Detroit Marriott at the Renaissance Center, their officers, directors, partners, agents, members and employees from any and all such losses, damages, and claims.

d. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.

6. Rules: CFUnited reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to final decision by CFUnited. CFUnited reserves the right to make such changes, amendments, and additions to these rules at any time as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

7. Rights of Termination: This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities or to hold the conference. The phrase "without liability" whenever used in this agreement shall be deemed to include a refund by CFUnited of all deposits and repayment made within (30) days of the event's final day.



GFUNITED



P O W E R O F P L A C E

