



Salute to Excellence Awards 2007 November 30



Sponsorship Guide

Table of Contents

About Nonprofit Management Solutions	2
About Our Event.....	2
Why Sponsor?	3
Salute to Excellence Awards 2007 DETAILS	3
Sponsorship Levels and Benefits	5
Submission Deadlines	8
<input checked="" type="checkbox"/> Sponsor Registration Form.....	9

Special acknowledgement to 2007 SPONSORS

-  *Signature Sponsor Sempra Energy*
-  *Community Star Sponsor Cubic Corporation*
-  *Supporting Sponsor KUSI TV*

ABOUT Nonprofit Management Solutions

Nonprofit Management Solutions is San Diego's only one-stop source for nonprofit management tools, delivered by nonprofit experts and tailored to help organizations reach new levels of success.

NMS has been the area's major provider of management, governance and technology consulting, training and organizational development for 23 years helping over 85,000 nonprofit practitioners learn best practices in nonprofit management during that time.



ABOUT Our Event

Celebrating Thousands and Honoring Five

Nonprofit Management Solutions held the first *Salute to Excellence* in 2005 to recognize and reward the outstanding achievements our nonprofit community produces, often under very challenging circumstances. NMS has established *The Salute to Excellence* luncheon event as an annual invitation bringing our nonprofit community and its stakeholders together to celebrate community and applaud a select group of nonprofit leaders who are modeling best practice behaviors and holding themselves to the highest standards.

Sponsored Awards of \$3,000-5,000 each are given in four distinct categories: Accountable Board Governance, Executive Excellence, Organizational Innovation, and Technology Solutions. Organizations and their leaders are judged on *bold leadership and measurable results -- how their efforts move their missions forward...to change lives and impact communities.*

A **Legacy Award** is presented to a very special guest and keynote whose actions have established a significant legacy for our community, leaving an indelible nonprofit footprint on our shared future.

Why Sponsor?

The NMS 2007 *Salute To Excellence* Awards Luncheon will attract nearly 400 individuals who are leaders and stakeholders in the San Diego regional community of nonprofit organizations and their partners. An event sponsorship will allow you to reach this influential group of nonprofit leaders and decision-makers and associate your business and organization with our efforts to acknowledge and reward the truly *excellent* work of this sector on behalf of our greater San Diego community.

Our inaugural event 3 years ago held to celebrate the 20th Anniversary year of Nonprofit Management Solutions service to the San Diego nonprofit community, and the 2006 Salute to Excellence celebration received consistently high acclaim as wonderful opportunities to celebrate the achievements of our nonprofit colleagues for outstanding levels of service excellence to clients and community. - **Sponsors called the award luncheons a “home run” of an event!**

We invite **2007 Salute to Excellence** supporters to consider an award sponsorship or other subsidy to help us continue the tradition of at-cost luncheon tickets for our nonprofit colleagues as we celebrate one another and our collective work to build a strong, healthy, caring and productive San Diego community.

Nonprofit Management Solutions is pleased to announce that the **2007 Legacy Award** will be presented to Kimberly Hunt, KUSI News Anchor and Billy Ray Smith, radio and television personality in recognition of their significant involvement with our nonprofit community organizations in San Diego.

The Salute to Excellence celebration will be held on Friday, November 30 from 11:30am - 1:30pm at the Bahia Resort Hotel in the Mission Bay Ballroom.

Sponsorship Levels and Benefits

NMS Legacy Partner - \$25,000 (1 only)

General Benefits

- Acknowledged as NMS Public Training Institute Lead Sponsor for 1 year (minimum of 80 marketing pieces through the year to an average of 2,500 nonprofits each time with sponsor acknowledgement)
- Logo on print piece mailed to 5,000 twice each year
- Prominent NMS website recognition for 12 months (average of 60,000 page views per year)
- 2 Members Update underwriting recognition with logo and link advertisement each quarter (8 total distributed to minimum of 200 NMS Members each time)
- 25 guest-passes for class registration to re-gift to nonprofit of choice

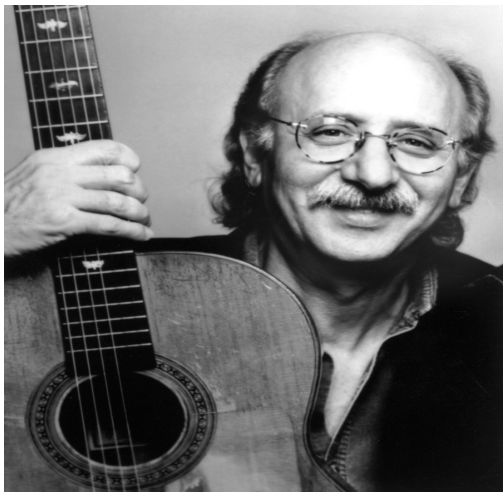
Salute To Excellence Special Event Benefits

- **Acknowledgement as Legacy Award sponsor and presenter**
- Two complimentary tables of ten with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon/company banner displayed prominently
- Full page donor recognition* in event program and acknowledgement as the major sponsor
- Logo or listing in the awards application form, and the event invitation and program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website linked to Nonprofit Management Solutions' website for one year
- Acknowledged as a *Legacy Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego's nonprofit community

Past NMS Legacy Award Recipients

2005

Peter Yarrow



2006

Joan Embery



Signature Sponsorship - \$15,000

General Benefits

- Sponsor of Management Tier Training Series (20 classes) Sponsor (includes 1 or more e-blast marketing pieces to approximately 1,500 nonprofits each time with sponsor acknowledgement)
- Logo on print piece mailed to 5,000 nonprofits once during year.
- Prominent NMS website recognition for 12 months (average of 60,000 page views per year)
- 1 members update underwriting recognition with logo and link advertisement each quarter (4 total distributed to minimum of 200 NMS Members each time)
- Prominent recognition on each set of 20 sponsored class materials
- 1 guest-pass for each sponsored class to re-gift to nonprofit of choice (20 passes)

Salute To Excellence Special Event Benefits

- **Acknowledgement as an award underwriter and presenter**
- One complimentary table of ten with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon/company banner displayed prominently
- Full page donor recognition* in event program
- Logo or listing in the awards application form, and the event invitation and program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website linked to Nonprofit Management Solutions' website for one year
- Acknowledged as a *Signature Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego's nonprofit community

Community Leadership Sponsors - \$10,000

General Benefits

- Acknowledged as NMS Public Training Institute Scholarship Sponsor for 1 year marketed with at least 4 or more e-blast marketing pieces each month to approximately 1,500 nonprofits each time with sponsor acknowledgement);
- Prominent NMS website recognition for 12 months (average of 60,000 page views per year)
- Prominent recognition on each set of sponsored class materials
- 1 guest-pass registration for each sponsored class to re-gift to nonprofit

Salute To Excellence Special Event Benefits

- **Acknowledgement as an award underwriter and presenter**
- One complimentary table of ten with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon/company banner displayed prominently
- Half page donor recognition* in event program
- Logo or listing in the awards application form, and the event invitation and program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website linked to Nonprofit Management Solutions' website for one year
- Acknowledged as a *Community Leadership Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego's nonprofit community

Community Three-Star Sponsorships - \$7,500

General Benefits

- Acknowledged as NMS “Leadership Forum” sponsor for 1 year (Executive Director & In The Board Room Forums) at least 6 or more e-blast marketing pieces to approximately 1,500 nonprofit leaders for each event with sponsor acknowledgement);
- Prominent NMS website recognition for 12 months (average of 60,000 page views per year)
- Prominent recognition on each set of Forum sponsored class materials
- 1 guest-pass registrations for each sponsored Forum to re-gift to nonprofit

Salute To Excellence Special Event Benefits

- **Acknowledgement as an award underwriter and presenter**
- Six complimentary seats with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon/company banner displayed prominently
- Quarter page donor recognition* in event program
- Logo or listing in the awards application form, and the event invitation and program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website linked to Nonprofit Management Solutions’ website for one year
- Acknowledged as a *Community Three-Star Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego’s nonprofit community

Community Two-Star Sponsorships - \$5,000

General Benefits

- Acknowledged as sponsor for 15 classes over the course of a year (at least 1 or more e-blast marketing pieces to an average 1,500 nonprofits each time with sponsor acknowledgement)
- Prominent NMS website recognition for 12 months (average of 60,000 page views per year)
- Prominent recognition on each set of sponsored class materials
- Guest-pass registration for each sponsored class to re-gift to nonprofit practitioner

Salute To Excellence Special Event Benefits

- **Acknowledgement as an award underwriter and presenter**
- Four complimentary seats with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon/company banner displayed prominently
- Quarter page donor recognition* in event program
- Logo or listing in the awards application form, and the event invitation and program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website linked to Nonprofit Management Solutions’ website for one year
- Acknowledged as a *Community Two-Star Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego’s nonprofit community

Community Star Sponsorships - \$2,500

General Benefits

- Acknowledged as NMS sponsor for 6 classes over the course of a semester (at least 1 or more e-blast marketing pieces to 1,500 nonprofits each event with sponsor acknowledgement); Prominent NMS website recognition for 6 months (average of 60,000 page views per year)
- Prominent recognition on each set of sponsored class materials
- 1 guest-pass registration for each sponsored class to re-gift to nonprofit practitioner or Board member as appropriate (6 passes)

Salute To Excellence Special Event Benefits

- Four complimentary seats with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon/company banner displayed prominently
- Quarter page donor recognition* in event program
- Logo or listing in the awards application form, and the event invitation and program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website [linked](#) to Nonprofit Management Solutions' website for one year
- Acknowledged as a *Community Star Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego's nonprofit community

Community Supporting Sponsorships - \$1,000

General Benefits

- Acknowledged as NMS sponsor for 3 courses in 3 month period (at least 1 or more e-blast marketing pieces to 1,500 nonprofits for 1 event with sponsor acknowledgement); Prominent NMS website recognition for 3 months (average of 60,000 page views per year)
- Prominent recognition on each set of sponsored class materials
- 1 guest-pass registration for each sponsored course to re-gift to nonprofit practitioner or Board member as appropriate (3 passes)

Salute To Excellence Special Event Benefits

- Two complimentary seats with priority seating at the Awards Luncheon
- Special introduction/recognition at the luncheon
- Quarter page donor recognition* in event program
- Special invitations to any pre-event receptions
- Acknowledgement in all press releases and media coverage
- Company website [linked](#) to Nonprofit Management Solutions' website for one year
- Acknowledged as a *Community Supporting Sponsor* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego's nonprofit community

Community Ally Sponsorships - \$500

General Benefits

- Acknowledged as NMS sponsor for 1 course;
- Prominent NMS website recognition for 2 months (average of 60,000 page views per year)
- Prominent recognition on each set of sponsored class materials
- 1 guest-pass registration for each sponsored course to re-gift to nonprofit practitioner or Board member as appropriate (1 pass)

Salute To Excellence Special Event Benefits

- Complimentary reservation for one with priority seating at the Luncheon
- Business Card size acknowledgement* in event program
- Acknowledged as a *Community Ally* on the NMS website for one year
- The satisfaction of knowing you have wisely invested in San Diego's nonprofit community

NMS Salute to Excellence Sponsorship

Timeline

We will need a few things from you to fulfill our end of the sponsorship bargain. Please review your sponsorship benefits carefully and supply us with the items we will need by the date indicated below. Thank you in advance for helping us make this a great sponsorship opportunity for you and NMS as we work together to *salute* the good work of our nonprofit community.

Event Program Ads

Please submit program ads in PDF or Word format only. Ads must be grayscale and ...mention size limitations or specifications

- Due date -----October 5, 2007
- Email to : chernandez@npsolutions.org

***To comply with current tax law, NMS cannot provide advertising in exchange for your donation. It is, however, permitted to provide donor recognition for sponsorship or underwriting. Therefore, your printed message(s) or tributes in the Event Program should not be written to promote the purchase of any product or service.**

Logos

We ask that all sponsors submit logos for use in print and on the web. Print-ready logos must be .eps, .gif or .jpeg files with resolution of at least 200 pixels. Web logos must be .jpeg or .gif files. All logo files should be 150 to 200 pixels wide.

- Due date: ASAP
- Email to: chernandez@npsolutions.org

Nonprofit Management Solutions

Salute to Excellence Award Sponsor

Registration

Contact Information

Name: _____ Phone: _____
Title: _____ Fax: _____
Company: _____ Address: _____
Website: _____
Email: _____ City: _____
State: _____
Zip: _____

Sponsorship Packages

Legacy Partner \$25,000
Signature Sponsor \$15,000
Community Leadership Sponsor \$10,000
Three-Star Sponsor \$7,500
Two-Star Sponsor \$5,000
Star Sponsor \$2,500
Supporting Sponsor \$1,000
Community Ally Sponsor \$ 500

Instructions

- Please submit this form via fax: 858.292.9943 / Attn: **Clarisa Hernandez**
- Sponsor level payment will be appreciated within 30 days of submission of this form.
- Please make checks payable to Nonprofit Management Solutions and mail to
NMS at 8265 Vickers Street, Suite C, San Diego CA 92111

Thank you for your support and participation in our 2007 Salute to Excellence!