

# 2019 PARTNERSHIP OPPORTUNITIES

[WWW.ORGCOMMUNITY.COM](http://WWW.ORGCOMMUNITY.COM)



**Make your connections count!**





## Why .orgCommunity?

.orgCommunity is your place to connect with C-level association executives who are addressing disruption in their industries and are interested in how our vetted solutions providers can help!

Our leaders, Sherry Budziak and Kevin Ordonez, have a finger on the pulse of the association industry. Through their consulting engagements and as supplier partners themselves, they understand the importance for association executives to learn from industry partners who have the knowledge that can assist them in advancing their organizations.

Our partnerships are by invitation. This exclusive opportunity ensures that only vendors that meet our standards for quality participate. Our goal is to offer the best solutions to our community.

.orgCommunity provides a home for members and partners to explore how to stay competitive, relevant and survive, and to learn from each other in a meaningful way.





.orgCommunity is a *unique* peer-to-peer network that supports association and nonprofit staff through:

- Handcrafted connections between attendees and vendors
- Think tank environments for inspiring collaboration
- Intimate venues and programs that allow for solutions providers to help attendees find answers to pressing challenges

## Who Are We?

Launched in 2015 by Sherry Budziak and Kevin Ordonez, known entrepreneurs and industry consultants who served associations for a combined 50+ years, .orgCommunity was created to provide the association industry with cutting edge education and innovation, intimate settings to maximize the networking executives need for success, and, always, a little bit of fun!

### **Sherry Budziak, Co-founder, .orgCommunity**

Sherry is an expert at making connections that matter. She possesses more than 20 years of nonprofit leadership and executive consulting experience—advising more than 200 organizations in using technology to transform their operations and enhance value to their customers. She actively participates in the association community as an industry partner, volunteer leader, author and speaker for various organizations. Also, the CEO of .orgSource, she truly understands the solutions associations need to succeed.



### **Kevin Ordonez, Co-founder, .orgCommunity**

During the last two decades, Kevin has dedicated himself to the association community as a vendor partner, volunteer, speaker, author and consultant. Kevin's biggest impact has been through connecting passionate individuals who seek to leverage all things digital to advance the cause of associations and improve their organizations' operations.



### **Destiny Nance-Evans, Managing Director, .orgCommunity**

As .orgCommunity's managing director, Destiny ensures .orgCommunity's partners and executives learn about each other and helps to advance the association and nonprofit community. Previously Associate Director for Illinois Society for Association Executives and Director of Membership and Social Media, she has worked in every capacity of association management, whether it was directing initiatives or being a part of a team executing projects for clients.



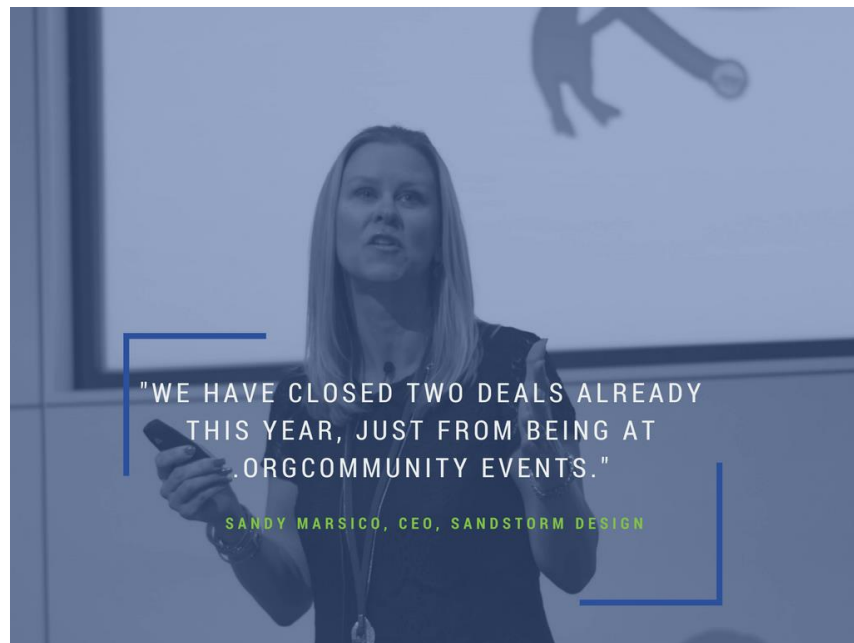


## The Benefits to You

Our programs are designed to provide our partners opportunities to:

- **Get recognized as a leading company in the association space**
- **Gain exposure to decision makers**
- **Be part of a community of leaders looking for new ideas to advance their organizations**
- **Get connected with the *right* opportunities**
- **Be part of a movement**

We work hard to make sure that you connect with the “right” opportunities and contacts.





## Conference Attendee Demographics

### Sample of Organization

#### Attendance

- Academy of Nutrition and Dietetics
- American Academy of Cosmetic Dentistry
- American Academy of Pediatric Dentistry
- American Association of Diabetes Educators
- American Association of Nurse Anesthetists
- American College of Chest Physicians
- American College of Foot and Ankle Surgeons
- American College of Healthcare Executives
- American Dental Association
- American Epilepsy Society
- American Hospital Association
- American Library Association
- American Nuclear Society
- American Orthopedic Association
- American Orthopedic Foot & Ankle Society
- American Osteopathic College of Anesthesiologists
- American Planning Association
- American Society for Gastrointestinal Endoscopy
- American Society for Surgery of the Hand
- American Society of Anesthesiologists
- American Veterinary Medical Association
- American Society for Laser Medicine & Surgery
- APICS
- Arthroscopy Association of North America
- ASAE Foundation
- Association for Corporate Growth
- Association Forum of Chicagoland
- Association Management Center
- Association of Professional Chaplains
- Association of Pulmonary and Critical Care Medicine Program Directors
- Chicago Dental Society
- Chicago Dental Association Foundation
- Council of Residential Specialists
- Council of Supply Chain Management Professionals
- Emergency Nurses Association
- Foundation for Anesthesia Education and Research
- Healthcare Financial Management Association
- Human Resources Management Association of Chicago
- HIMSS
- Indiana CPA Society
- Mechanical Contractors Association of Chicago
- Michigan Chamber of Commerce
- National Association for Healthcare Quality
- National Association for Personal Financial Advisors
- National Barbecue Association
- National FFA Organization
- National Insurance Crime Bureau
- National Roofing Contractors Association
- Professional Beauty Association
- Radiological Society of North America
- SmithBucklin Corporation
- Society for Academic Emergency Medicine
- Society for Vascular Surgery
- Society of Critical Care Medicine
- The Chicago Bar Association
- The Eastern Association for the Surgery of Trauma
- The Joint Commission
- Turnaround Management Association
- Urgent Care Association of America
- Water Quality Association
- Wisconsin Society of Association Executives

**Our reach includes more than 4,000 contacts**

## Conference Attendee Demographics Cont'd

### Common Attendee Titles

#### Executive

- CEO
- Executive Director
- President
- President & CEO

#### Operations

- Chief Operating Officer (COO)
- Vice President of Strategy
- Director, Governance and Operations

#### Technology

- Chief Information Officer (CIO)
- Sr. Director Information Technology
- Director of Information Management and Technology
- Director, Information Technology
- Director, Project Management Office

#### Marketing Communications

- Chief Communications Officer
- Director, Communications and Marketing
- Director, Digital Services & Solutions
- Director of Publications and Digital Content
- Managing Editor

#### Education

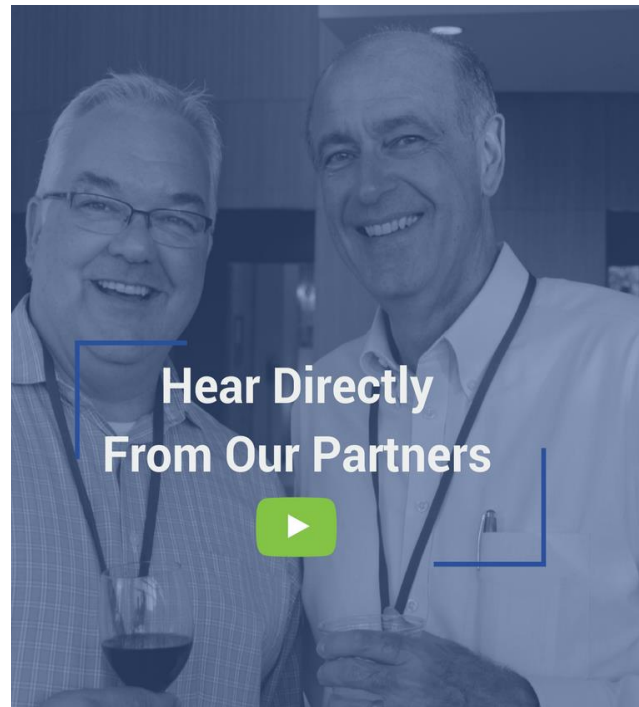
- Chief Education Officer
- VP Education
- Director of Education
- Director, Training and Education

#### Membership

- Director of Membership Engagement
- Asst. Director, Customer Service and Membership Management
- Sr. Manager, Membership and Customer Service

#### Development

- Director of Development
- Senior Development Manager
- Sr. Account Manager



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<https://www.youtube.com/watch?v=hWl4CZmyKvM&t=55s>

<https://www.youtube.com/watch?v=4gN74bmuAOS&t=2s>

<https://www.youtube.com/watch?v=ALM3YLP0nk>

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## Year-Long Partnership Opportunities

### Exclusive Knowledge Partner \$35,000 (ONLY 1 available)

- 10-min company product demo at Innovation Summit Feb 2020 (exclusive)
- 20-min thought-leader presentation at Solutions Day Sept 19, 2019 (exclusive)
- Quarterly promotion on our Knowledge Partner on social media outlets including Sherry Budziak's personal LinkedIn presence with more than 4K connections
- Introduction via email to up to 10 connected prospects and 500 executives via our email list over a 12-month period (email database contains over 6K records)
- Promotion as .orgCommunity's knowledge partner throughout the year!
- 30-minute presentation at one roundtable
- One 30 on Thursday webinar presentation
- Branded resource area on .orgCommunityTV for 12 months
- Two VIP memberships
- Think Tank sponsor
- Ability to participate in Think Tank meetings
- Access to partner circle meetings
- High boy and banner at Innovation Summit
- High boy and banner at Solutions Day

### Thought Leader Partner \$20,000 (ONLY 2 available)

- Two min product/company video at the Innovation Summit Feb 2020
- Two min product/company video at Solutions Day Sept 19, 2019
- Introduction via email to up to 5 connected prospects and 300 executives via our email list over a 12-month period (email database contains over 6K records)
- Quarterly promotion as our Thought Leader Partner on our social media outlets including Sherry Budziak's personal LinkedIn presence with more than 4K connections
- Promotion as .orgCommunity's thought leader partner throughout the year!
- 30-minute presentation at one roundtable
- One 30 on Thursday webinar presentation
- Branded resource area on .orgCommunityTV for 12 months
- Two VIP memberships
- High boy and banner at Innovation Summit
- High boy and banner at Solutions Day



- Think Tank sponsor
- Ability to participate in Think Tanks
- Access to partner circle meetings

## Solutions Day 2019 - September 19<sup>th</sup>

### Signature Event Table Sponsor \$3,500 (6 of 14 spots available)

- High boy table
- Ability to bring a three-foot stand-up banner
- One complimentary company registration (valued at \$845)
- Two complimentary customer registrations (valued at \$500)
- Participation in “engagement game / punch card”
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website

### Available UPGRADE to Signature Event Table Sponsor:

#### **\$1,000 Product Demo ONLY 2 SPOTS LEFT!**

up to 10-minute Demo spot during a planned break at Solutions Day

### Current Solutions Day 2019 Partners







## **Additional Solutions Day Sponsorship Opportunities (no high boy table)**

### **\$3,000 Lunch Sponsor**

- Includes signage, 2-minute presentation at lunch
- .orgCommunityTV promotional video for 12 months
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

### **\$2,500 Introduction of the Keynote Speaker**

- Introduction of keynote speaker
- .orgCommunityTV promotional video for 12 months
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

### **\$2,500 Reception Sponsor **SOLD****

- 1 – 2-minute video and ability to invite audience to join you at the reception
- Ability to provide branded napkins
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

### **\$2,000 Breakfast Sponsor**

- Includes signage and acknowledgement during welcome
- .orgCommunityTV promotional video
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

### **\$1,500 Morning Break Sponsor**

- Includes signage at break
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

### **\$1,500 Afternoon Break Sponsor**

- Includes signage at break



- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

#### **\$1,500 Solutions Day Award Sponsor**

- Announcement of award winners
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

#### **\$1,000 Lanyard Sponsor**

- Sponsor to provide branded lanyards
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

#### **\$1,000 Wi-Fi Sponsor**

- Recognition on back of badges with Wi-Fi information
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

#### **\$1,000 Specialty Drink Sponsor**

- Specialty drink named for your company and served during networking event (for example "company name" bubbly)
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

#### **\$1,000 Event Bag Sponsor**

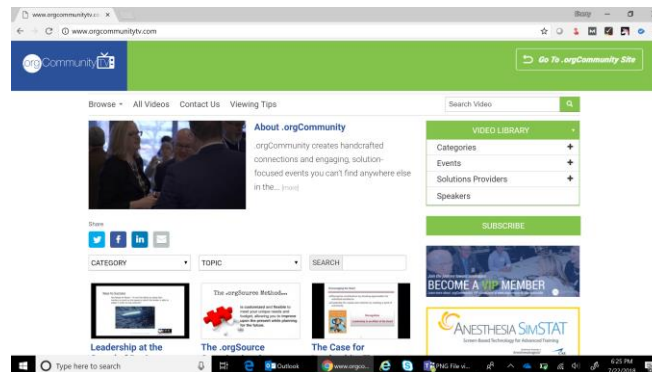
- Sponsor to provide branded reusable conference bags
- Recognition as an event sponsor on our social media outlets
- Recognition on the event website
- Includes one registration

**.orgCommunity works with Sheri Smith at Meridian Promotions who can help source branded items.**



## .orgCommunityTV

**Our Small Screen Gives Your Brand Big Exposure on [.orgCommunityTV](http://.orgCommunityTV)!  
Reach More Than 4,500 Customers Via our Social Platforms and Mailing Lists**



Our community is waiting to hear about you. .orgCommunityTV gets you an up-close-and-personal opportunity to tell your story to association professionals from across the country. Your newest customers are already watching .orgCommunityTV. Deliver your message to them today!

Subscription Options		12 months	6 months	3 months
<b>Banner advertising</b>	400X300 on all channels	\$1,750	\$1,050	\$630 add a consecutive 3 months for \$620
<b>Video promotion</b>	Post one video (up to 3 minutes) to 2 channels of your choice with a banner add on both channels	\$1,500	\$900	\$540 add a consecutive 3 months for \$560
	Post one video to 2 channels of your choice	\$1,000	\$600	N/A

- Post two videos
- Post two videos to specific channels

\$800 annually  
\$1,200 annually

[www.orgcommunity.com](http://www.orgcommunity.com)

**Contact:** [destiny@orgcommunity.com](mailto:destiny@orgcommunity.com)



- Take advantage of both these great options \$2,000 annually

Sponsors on .orgCommunityTV can easily connect and engage with thousands of association executives. Sign up today! For more information contact us at [findus@orgcommunity.com](mailto:findus@orgcommunity.com).



## It's Good To Be Connected: @orgCommunity

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