

Media Sponsorship Proposal

5th Annual San Francisco Bay Area Nonprofit Boot Camp San Mateo County Event Center Saturday, October 18, 2008

"I was so inspired by the quality and content of Nonprofit Boot Camp that I hope to bring at least ten people with me next year! It was wonderfully organized, and my head is positively swimming with new ideas for our nonprofit. The connections and contacts I made were invaluable as well. Thank you, Craigslist Foundation, for creating such an amazing opportunity at such an affordable price. What a gift to the world!"

— Kathy Chism Founder/Director, Dream One World, Inc.

Inspiring the Next Generation of Nonprofit Leaders: Nonprofit Boot Camp

On Saturday, October 18, 2008 Craigslist Foundation will produce its fifth annual San Francisco Bay Area Nonprofit Boot Camp, an inspiring and unique community effort planned, produced, and promoted in partnership with over 100 organizations. Its focus is simple— to educate, empower, and connect the next generation of nonprofit leaders and social entrepreneurs.

Nonprofit Boot Camp is already one of the most widely anticipated, well-attended and established nonprofit programs in the San Francisco Bay Area calendar. In 2007, Boot Camp attracted a crowd of over 2,000 emerging and established nonprofit leaders and supporters for a day of workshops, keynote addresses, one-on-one coaching, and professional development. The program earned a 99.5% approval rating from attendees, making it *the largest nonprofit gathering in San Francisco Bay Area history* for the third year in a row.

Boot Camp attracts the most innovative nonprofit organizations, ideas, and resources. It offers sponsors an unparalleled opportunity to gain visibility with San Francisco Bay Area nonprofits and social entrepreneurs, and market to a select audience of community, civic, and business leaders.

Join us as a Sponsor and Benefit

- **Publicity & Brand Affinity:** Craigslist Foundation and craigslist.org are established, trusted, and high-profile brands; Nonprofit Boot Camp 2007 enjoyed press coverage and media sponsorship from publications representing over 6,500,000 viewers/readers, including core media partners KRON 4 TV, KGO/ABC Radio, and Google, as well as the NonProfit Times, the Chronicle of Philanthropy, Nonprofit Quarterly, Philanthropy World Magazine, San Francisco Business Times, Benefit Magazine, the San Francisco Bay Guardian, Philanthropy Journal, Aware Magazine, ACCESS TV 29, SFSTATION, and Synthesis Magazine, and over 100 partner organizations
- Access to an audience of over 2,000 active, energetic, and information-hungry decision-makers in the nonprofit sector
- Access to Leaders with Financial Resources
(33% of delegates have budgets over \$250K; 12% over \$1M)
- New connections with motivated leaders entering the nonprofit world for the first time
(50% of delegates are new to the sector)
- Alignment with a highly rated program
(99.5% of 2007 Boot Camp attendees would recommend the program to others)

"Nonprofit Boot Camp was fabulous! I had a terrific time, and learned a lot. I was so impressed with how well it was organized, how smoothly the day rolled along, and how truly informative the workshops were. ...after Saturday, my head was exploding with new and useful information! Amazing."

- 2007 Attendee

Nonprofit Boot Camp 2008 Highlights

Showcase your commitment to the future of the nonprofit sector and its emerging talent. Held at San Mateo County Event Center, Nonprofit Boot Camp 2008 will feature:

- **More than 100 partner organizations**, representing virtually every nonprofit management support organization in the San Francisco Bay Area
- **Appearances and keynote speeches from leading figures.** Past Boot Camps have featured Van Jones from the Ella Baker Center for Human Rights, San Francisco Mayor Gavin Newsom, and Reverend Cecil Williams & Janice Mirikitani of Glide Memorial
- **An Exhibit Hall** featuring 70 organizations that provide support to nonprofits and social entrepreneurs
- **Over 15 seminars, panels, and interactive workshops** across six Educational Tracks, covering key areas of starting and running a nonprofit, including fundraising, board governance, technology, collaboration, and social entrepreneurship
- **Nonprofit Consultants and Career Counselors** providing free one-on-one sessions
- **Facilitated Networking and Community Lounge**

SPONSOR BENEFITS SUMMARY	Core Media Sponsor \$35,000	Major Media Sponsor \$25,000	Key Media Sponsor \$15,000	Contributing Media Sponsor \$10,000	Associate Media Sponsor \$5,000
MARKETING BENEFITS					
<i>Prominent placement of sponsor name and/or logo on:</i>					
All TV, radio, & print ads/PSAs (As space permits and/or media sponsors allow)	X				
Nonprofit Boot Camp home page	X				
1/2 page print ads in external media	X	X			
Full page prints ads in external media	X	X	X		
Nonprofit Boot Camp city-specific home page	X	X	X		
Press and Media releases	X	X	X		
Flyer/Postcard	X	X	X		
Promotional email blasts to Craigslist Foundation list	X	X	X	X	
Post -Boot Camp email blasts to Craigslist Foundation list	X	X	X	X	
eFlyer/HTML Mailer	X	X	X	X	X
City-specific sponsor page on website	X	X	X	X	X

About Craigslist Foundation: Founded in 1999 by Craig Newmark and others, Craigslist Foundation exists to “provide knowledge, resources, and visibility to the next generation of nonprofit leaders.” We apply the spirit and values of craigslist to the nonprofit world; craigslist is about “people helping people,” while Craigslist Foundation is about “helping people help.” More specifically, we leverage the craigslist name, our position in the community, our vast network of partner organizations to educate, empower, and connect tomorrow’s leaders. Through our collaborative efforts, we are creating an on-ramp to the social sector. Our educational programs and online resources connect anyone looking to do good to the people, organizations, and information they need to make the world a better place.

Craigslist Foundation is a publicly supported, non-endowed 501(c)3 operating foundation that does not award grants. Instead, the organization creates platforms, producing educational programs and technology-based resources that benefit as many nonprofits, causes, and people as possible.

SPONSOR BENEFITS SUMMARY (Continued)	Core Media Sponsor \$50,000	Major Media Sponsor \$25,000	Key Media Sponsor \$15,000	Contributing Media Sponsor \$10,000	Associate Media Sponsor \$5,000
NONPROFIT BOOT CAMP BENEFITS					
Exhibit booth	Premium +	Premium	X		
Logo on Boot Camp tote bags	X	X	X		
Handout in registration bags (Eco friendly)	X	X	X		
Database of opt in registrant emails	X	X	X		
Sponsor recognized from stage during keynotes, opening, and/or closing ceremonies	All	2 Mentions	1 Mention		
Boot Camp tickets for sponsor reps	10	8	6	4	2
Ad and sponsor description in program	Full Page/Color	Full Page	1/2 Page	1/2 Page	1/4 Page
Boot Camp signage	Premium	X	X	X	X

“I’ve come away galvanized, encouraged and ready to put the things I’ve learned into action. I also feel well informed and better informed about a plethora of non-for-profit topics and I brought back information and resources for my friends, colleagues and aspiring non profiteers. It gave me an opportunity to meet new people, many of whom are visionaries. Energetic people who understand the issues and look for solutions to solve those issues in our society.” — 2007 Attendee

Sponsorship Opportunities:

Core Media Sponsor | \$ 50,000

Core Media Sponsors will benefit from:

Prominent placement of sponsor name and/or logo on:

- Logo on All TV, radio, & print ads/PSAs, as space permits and/or media sponsors allow (Est. 5,000,000 views)
- Pre- Boot Camp email blasts to Craigslist Foundation and Community & Promotional Partner lists (500,000)
- eFlyers sent to Craigslist Foundation, Community, Media, & Promotional Partner lists (200,000)
- Craigslist Foundation Nonprofit Boot Camp home page and city-specific Boot Camp main & sponsor pages (23,000), with link to sponsor website
- Flyers/postcards promoting Nonprofit Boot Camp (5,000)
- Post- Boot Camp email blast to Craigslist Foundation list (12,500)
- All media releases
- Online postings for newsletters, web calendars, etc., as space permits

Nonprofit Boot Camp Benefits

- Exhibit space in premium location for sponsor booth
- Ten Nonprofit Boot Camp tickets for sponsor representatives, or as scholarships for nonprofit leaders
- Prominent full-page color advertisement and sponsor description in the Nonprofit Boot Camp program (2,100)
- Logo on all general signage throughout Nonprofit Boot Camp
- Sponsor recognized from stage during all keynotes
- Logo on Boot Camp tote bags (2,100)
- Handout in tote bags distributed to Boot Camp attendees (Must be eco-friendly)(2,100)
- Database of ~1,500 Boot Camp opt-in registrant emails

“After attending Boot Camp, I became more invigorated in my organization's cause. This will make me a more motivated worker, having a renewed sense of my work's importance. I really want to encourage my coworkers to attend this conference, if only for networking and meeting people with similar passions.”

— 2007 Attendee

Major Media Sponsor | \$25,000

Major Media Sponsors will benefit from:

Prominent placement of sponsor name and/or logo on:

- Logo on half and full-page print ads (Est. 1,000,000 views)
- Pre- Boot Camp email blasts to Craigslist Foundation and Community & Promotional Partner lists (500,000)
- eFlyers sent to Craigslist Foundation, Community, Media, & Promotional Partner lists (200,000)
- City-specific Nonprofit Boot Camp main & sponsor pages (23,000), with link to sponsor website
- Flyers/postcards promoting Nonprofit Boot Camp (5,000)
- Post- Boot Camp email blast to Craigslist Foundation list (12,500)
- All media releases
- Online postings for newsletters, web calendars, etc., as space permits

Nonprofit Boot Camp Benefits:

- Exhibit space in premium location for sponsor booth
- Eight Nonprofit Boot Camp tickets for sponsor representatives, or as scholarships for nonprofit leaders
- Full-page advertisement and sponsor description in the Nonprofit Boot Camp program (2,100)
- Prominent signage at Nonprofit Boot Camp
- Sponsor recognized from stage during two keynotes
- Logo on Boot Camp tote bags (2,100)
- Handout in tote bags distributed to Boot Camp attendees (Must be eco-friendly) (2,100)
- Database of ~1,500 Boot Camp opt-in registrant emails

"Thank you for a fabulous Boot Camp 07 and for giving us the opportunity to participate! You were so accommodating regarding our booth needs. Your schedule allowed for participants to really take the time and check out the exhibits. The booth garnered lots of interest and we hope to make a difference for many new and aspiring nonprofits!"

— Franziska Marks, Senior Communications Manager, CompuMentor

Key Media Sponsor | \$15,000

Key Media Sponsors will benefit from:

Excellent placement of sponsor name and/or logo on:

- Full-page print ads (Est. 500,000 views)
- Pre- Boot Camp email blasts to Craigslist Foundation and Community & Promotional Partner lists (500,000)
- eFlyers sent to Craigslist Foundation, Community, Media, & Promotional Partner lists (200,000)
- City-specific Nonprofit Boot Camp sponsor page, with link to sponsor website
- Flyers/postcards promoting Nonprofit Boot Camp (5,000)
- Post- Boot Camp email blast to Craigslist Foundation list (12,500)
- All media releases

Nonprofit Boot Camp Benefits:

- Exhibit space in good location for sponsor booth
- Six Nonprofit Boot Camp tickets for sponsor representatives, or as scholarships for nonprofit leaders
- Half-page advertisement in good location and sponsor description in the Nonprofit Boot Camp program (2,100)
- Representation on signage at Nonprofit Boot Camp
- Sponsor recognized from stage during a keynote, opening, or closing ceremony
- Logo on Boot Camp tote bags (2,100)
- Handout in tote bags distributed to Boot Camp attendees (Must be eco-friendly) (2,100)
- Database of ~1,500 Boot Camp opt-in registrant emails

Contributing Media Sponsor | \$10,000

Contributing Media Sponsors will benefit from:

Good placement of sponsor name and/or logo on:

- Pre- Boot Camp email blasts to Craigslist Foundation and Community & Promotional Partner lists (Est. 500,000 views)
- eFlyers sent to Craigslist Foundation, Community, Media, & Promotional Partner lists (200,000)
- City-specific Nonprofit Boot Camp sponsor page, with link to sponsor website
- Post- Boot Camp email blast to Craigslist Foundation list (12,500)

Nonprofit Boot Camp Benefits:

- Four Nonprofit Boot Camp tickets for sponsor representatives, or as scholarships for nonprofit leaders
- Half-page advertisement and sponsor description in the Nonprofit Boot Camp program (2,100)
- Representation on signage at Nonprofit Boot Camp

Associate Media Sponsor | \$5,000

Associate Media Sponsors will benefit from:

Placement of sponsor name and/or logo on:

- Pre- Boot Camp email blasts to Craigslist Foundation and Community & Promotional Partner lists (Est. 500,000 views)
- eFlyers sent to Craigslist Foundation, Community, Media & Promotional Partner lists (200,000)
- City-specific Nonprofit Boot Camp sponsor page, with link to sponsor website
- Post- Boot Camp email blast to Craigslist Foundation list (12,500)

Nonprofit Boot Camp Benefits:

- Two Nonprofit Boot Camp tickets for sponsor representatives, or as scholarships for nonprofit leaders
- Quarter-page advertisement and sponsor description in the Nonprofit Boot Camp program (2,100)
- Representation on signage at Nonprofit Boot Camp

A La Carte Sponsorship Opportunities

In addition to the barter sponsor packages listed above, Craigslist Foundation offers targeted sponsor relationships that underwrite key elements of Nonprofit Boot Camp. *All A La Carte sponsorship opportunities are available on a cash-only basis.* Please contact Executive Director Darian Rodriguez Heyman at darian@craigslistfoundation.org or 415-637-5062 to discuss details or with questions regarding any sponsor opportunities.

Exclusive A La Carte Sponsor Options

- Select and Lead Lunch Discussion: \$2,500 (space permitting)
 - Conduct discussion, presentation, or focus group during lunch
- Tote Bags for all Participants with Sponsor Logo: \$2,000 (includes Advocate Leader sponsorship benefits)
- Community Lounge: \$1,500 (Dependent on space)
- Cacao & Coffee Break: \$500 (includes Industry Leader sponsorship benefits)

Additional A La Carte Opportunities

- Scholarships for Nonprofit Boot Camp attendees: \$150 per Scholarship
- Database of Opt-In Nonprofit Boot Camp Registrants: \$750
 - Only available to Nonprofit Boot Camp sponsors/exhibitors
- Registration/Tote Bag Insert (Must be eco-friendly): \$750
- Upgrade from Half to Full-Page Advertisement in the written program: \$500
- Upgrade from Quarter to Half-Page Advertisement in written program: \$300
- Quarter-Page Advertisement in Nonprofit Boot Camp Program: \$350

"My mind is full of new ideas, and I'm inspired to go back to the office to work them through. It was a great experience."
– 2007 Boot Camp Attendee

Exhibitor Overview

"As an exhibitor, I cannot say how pleased we were with the professional and thorough job done by the Craigslist Foundation team... There were more than enough participants wandering through the exhibition area to make it worthwhile, but most importantly, they were decision-makers for their respective organizations, and exactly the type of person we were hoping to meet. I feel that we experienced the equivalent of many years of cold-call introductions in just one day's worth of Boot Camp exposure. It was all we had hoped for...and then some." -Ira Klein, CharityWorks

In addition to exhibit booths available through the above sponsorship packages, Media Sponsors may also purchase tables a la carte. The Nonprofit Boot Camp Exhibit Hall will feature 70 for- and nonprofit organizations that provide support to nonprofits and social entrepreneurs.

Please note: ***The Exhibit Hall will sell out due to limited space; Sponsors and Community Partners will be given preference over Exhibitors.***

Exhibitor Benefits

- 10x10' space (space permitting)
- 6' table, 2 chairs, and linen
- Organization name, logo, URL, and listing in written program
- Two Nonprofit Boot Camp registrations (includes exhibit staff)
- Listing in Nonprofit Support Yellow Pages, if appropriate
- Exhibitor listing on Craigslist Foundation website- exhibitors page

Exhibitor Pricing

\$1,500 For-Profit

\$1,000 Nonprofit

Exhibit Hall Hours: 8:00AM – 5:00PM

Application Deadline: August 1, 2008

(Exhibitors expressing interest by this date will be added to a waiting list and will not appear in printed materials)

To sign up for sponsorship packages or as an exhibitor, please contact Darian Rodriguez Heyman at 415-637-5062 or at darian@craigslistfoundation.org

APPENDIX: FAQ's

1. Who are your media partners?

We are still confirming 2008 Media Sponsors, but last year's partners included core partners KRON 4 TV, KGO/ABC Radio, and Google, as well as the *NonProfit Times*, *Chronicle of Philanthropy*, *Nonprofit Quarterly*, *Philanthropy World Magazine*, *San Francisco Business Times*, *San Francisco Bay Guardian*, *Benefit Magazine*, *Philanthropy Journal*, *Aware Magazine*, *ACCESS TV 29*, *SFSTATION*, and *Synthesis Magazine*. We also received promotional support from over 100 partner organizations.

2. Where does the money go?

All sponsorship funds and registration fees go to Craigslist Foundation, a publicly supported 501(c)3 organization that "provides knowledge, resources, and visibility to the next generation of nonprofit leaders." **Less than 10% of our income goes to administrative expenses;** the vast majority of income directly benefits our work supporting emerging nonprofit leaders and social entrepreneurs. These vital contributions also allow us to keep the cost of Nonprofit Boot Camp to \$75/person (including meals, workshops, seminars, and keynotes, as well as free entry to related programs). This makes Boot Camp accessible to the widest possible audience.

3. Why don't you just ask craigslist for the money?

In order to maintain our status as a publicly supported 501(c)3 nonprofit, Craigslist Foundation is required to appeal to a broad base of funders. In 2006 and 2007, craigslist.org provided Craigslist Foundation with approximately one-third of all cash revenue, and they were our largest funder. We feel strongly that maintaining our independent status is integral to our ability to serve the community and fulfill our mission; being a grassroots, small nonprofit vs. a corporate/private foundation allows us to more effectively associate with and understand the nonprofits and social enterprises we serve.

4. What is your sponsorship goal?

Our San Francisco Bay Area Boot Camp sponsorship and grants goal for 2008 is \$258,000. This includes \$208,000 in corporate sponsorships and exhibitor revenue, and \$50,000 in grants.

5. Where can I find out more information on Craigslist Foundation Nonprofit Boot Camp? You may visit our website at www.craigslistfoundation.org/bootcamp or contact **Darian Rodriguez Heyman, Executive Director of Craigslist Foundation**, at darian@craigslistfoundation.org or 415-637-5062.



Nonprofit Boot Camp San Francisco Bay Area Sponsorship Application

Please print the following application and return to darian@craigslistfoundation.org or fax to 415-278-0978. For questions or additional information contact Darian Rodriguez Heyman, Executive Director, Craigslist Foundation at 415-637-5062.

Organization/Sponsor Name: _____

Contact Name: _____ URL: _____

Email: _____ Phone Number: _____

Address: _____ City: _____

State: _____ Zip: _____

National Boot Camp Sponsorship Opportunities [Select cities of interest to receive additional information]

- Nonprofit Boot Camp New York Tri-State Area, New York University – August 16, 2008
- Nonprofit Boot Camp Chicago – University of Illinois Chicago, March 7, 2009 [Tentative]

Sponsorship Level [Select one]

- Core Media Sponsor [\$50K]
- Major Media Sponsor [\$25K]
- Key Media Sponsor [\$15K]
- Contributing Media Sponsor [\$10K]
- Associate Media Sponsor [\$5K]

A La Carte Sponsorship [Select one]

- Lunch Discussion Sponsor [\$2,500]
- Tote Bag Sponsor [\$2K]
- Community Lounge Sponsor [\$1,500]
- Cacao & Coffee Break Sponsor [\$500]

For-Profit Exhibitor [\$1,500] **OR** Nonprofit Exhibitor [\$1,000]

Additional A La Carte Opportunities [Select all that apply]

- Database of Opt-In Nonprofit Boot Camp Registrants [\$750] (Only available to sponsors/exhibitors)
- Registration/Tote Bag Insert (Must be eco-friendly) [\$750]
- Upgrade from Half- to Full-Page Advertisement [\$500]
- Upgrade from Quarter- to Half-Page Advertisement [\$300]
- Quarter-Page Advertisement [\$350]
- Scholarships [\$150 per scholarship] # of Scholarships: _____

Total Amount Pledged \$ _____ **Signature** _____ **Date** _____