

# 2025 MARKETING AND SPONSORSHIP OPPORTUNITIES

Connect with over 2,000 Apra members who represent various segments of nonprofits around the world. Whether you're looking to showcase your products, boost your brand recognition or stand out as an industry thought leader at our annual conference, we offer a variety of opportunities to help you achieve your goals.

## YEAR-ROUND MARKETING OPPORTUNITIES

- Association e-Newsletter Banner Ad Placement (1 available per month; Specs: 800x125px)
- Connections Content Hub Homepage Banner Ad (Specs: 1190x150px)
- Connections Content Hub Thought Leadership Article
- Sponsored Email Send on Your Behalf to Apra Members (Limited quantity available)
- Social Media Post (Facebook, LinkedIn and X)
- Apra Homepage Banner Ad (2 available per month, Specs: 470x200px)
- Partner-Driven Webinar (Up to 60 minutes)



## APRA PROSPECT DEVELOPMENT CONFERENCE

August 19-22, 2025 | Baltimore

### Exhibitor Booth Information

- 10x10 furnished or unfurnished booth spaces available. Both space types include an identification sign, 1 full conference pass and 3 exhibit passes.

### Branding Opportunities

- Welcome Reception Sponsor (Exclusive)
- In-Person and Virtual Registration Sponsor (Exclusive)
- Hotel Keycard Sponsor (Exclusive)
- Mobile App Sponsor (Exclusive)
- Conference Lanyard Sponsor (Exclusive)
- Conference Tote Bag Sponsor (Exclusive)
- Conference Wi-Fi Sponsor (Exclusive)
- 2025 Apra Awards Sponsorship (4 available)
- Education Track Sponsor (4 available)
- Beverage Break Sponsor (5 available)

### Direct Marketing Opportunities

- Mobile App Push Notification
- Mobile App Ad
- Conference Tote Bag Insert (5 available)
- Pre-Event Attendee List With Opt-In Emails

### Exhibit Booth Traffic Driver

- Passport to Prizes

### Networking Opportunities

- Private Meeting Room (2 available)
- Custom Networking Opportunities

### Speaking Opportunities

- Keynote Speaker Sponsor (Exclusive)
- Executive Leadership Cohort Sponsor (Pre-Conference)
- Apra Fundamentals: Prospect Research Sponsor (Pre-Conference)
- Apra Fundamentals: Relationship Management Sponsor (Pre-Conference)
- Data Science Now Sponsor (Pre-Conference)
- Innovation Track (20 min. presentation in exhibit hall)
- Industry Panel Participant (limit of 4 panelists)
- 60-Minute Vendor Driven Education Session

Please contact Apra Sales Coordinator Maribell Abeja-DeVitto for details on pricing and custom sponsor packages at [mabejadevitto@aprahome.org](mailto:mabejadevitto@aprahome.org).

