PEAK Grantmaking is celebrating 25 years!
2021 Sponsor & Exhibitor Guide
Dear friends, colleagues, and partners,

On behalf of PEAK Grantmaking, I’d like to express our deepest gratitude for your continued support and commitment to transforming grantmaking practices. These have been challenging times for all of us, but it has been encouraging to see our community respond to urgent and growing needs.

In 2021, PEAK Grantmaking will be commemorating our 25th anniversary. I am so excited to be leading PEAK as we celebrate this milestone and lay the groundwork for what’s next for PEAK, our community, and philanthropy in collaboration with our innovative and dedicated grantmaking organization members and vendor partners who support our vision for the future.

**Today, we invite you to demonstrate your commitment to equitable and effective grantmaking by supporting our collective efforts during PEAK’s silver anniversary year.**

We will be creatively connecting in virtual spaces to keep staff, our community, and partners safe, yet highly engaged; and continue to build on our momentum to realize much-needed change in philanthropy.

I hope you take pride in the work of our organization, the grants management staff who power our work, and the growing community of philanthropy professionals in many roles who are looking to PEAK to help operationalize principled and effective practices as we help write philanthropy’s next chapter.

We look forward to celebrating this milestone with you.

With gratitude,

Satonya Fair, JD
President and CEO
Connect with the PEAK Grantmaking Community in 2021

By the Numbers:

**450+**
contributing Organization Members

**2,000+**
organizations in our network

**5,500+**
people in our network

PEAK2020 Online participation:

- **1,132**
attendees

- **234**
average keynote attendance

- **71**
average session attendance

- **31**
average chapter meeting attendance

- **3.4**
average number of sessions attended

**60%**
Private/Independent Foundation

**16%**
Public Charity/Other Non-Profit Grantmaker

**9%**
9% Corporate Giving Programs/Foundation

**6%**
Community Foundation

**5%**
Consultant/Philanthropic Advisor

**1%**
PSO/Funder Network

**1%**
Government/Public Entity

**1%**
Operating Foundation

**<1%**
LLC

In 2020, our community jumped at the chance to meet virtually:

- **7,000+**
total participants

- **~5,000**
unique participants

- **80**
Attended over 80 virtual Community Conversations, chapter meetings, and webinars

**56%**
in professional positions

**16%**
in supervisory/management positions

**14%**
in business support positions

**11%**
in executive positions

How to Secure Your Sponsorship Support

To ensure that sponsors receive maximum exposure, in particular during our early 25th Anniversary convenings and PEAK2021 Online annual conference, **we are seeking initial sponsor commitments by March 3, 2021.**

We will continue to offer available sponsorship opportunities until secured by a partner. We ask that you please commit to sponsorship options for Summer 2021 by **May 15, 2021** and for Fall 2021 events by **July 15, 2021** at the latest to ensure enough time for exposure.

We hope to hear from you soon. For questions, please contact Clare Larson at clare@peakgrantmaking.org.

To secure your sponsorship, **complete our 2021 Sponsor & Exhibitor Commitment Form here**

Customize an option

We know that investment partnerships can take many forms. If you’d like to discuss an option you don’t see on this list, please contact Sara Sanders at sara@peakgrantmaking.org.
We have BIG plans for our silver anniversary year, featuring a slate of special events that bring our community together for learning and celebration and a focus on highlighting our community, showcasing our members’ career development, and reflecting on the evolution of the grants management profession to change philanthropy for the future.

Sponsor packages provide your organization with the opportunity to be recognized as a supporter of the PEAK community as we come together to mark 25 years of progress and growth and align around a vision for the future.

PEAK’s 25th anniversary celebration kicks off at our virtual 90-minute Annual Meeting on April 27, 2021; followed by PEAK2021 Online in May. We’ll then host a special midsummer community learning event and culminate with a fall celebration event.

Special note to vendors: If you support the 25th anniversary year through a Sponsorship package of $7,500 or above, a PEAK2021 Online Exhibitor Package will also be included. (see page 10 for details)

"PEAK Grantmaking plays such a vital role in the philanthropic sector by providing the resources and expertise foundations need to implement equitable and effective grantmaking practices. We are proud to support the PEAK community, as it has been convening and engaging stakeholders in thoughtful discussions that lead to actionable change within organizations for the past 25 years."

—Allison Gister
Director, Grants & Knowledge Management, Conrad N. Hilton Foundation
25th Anniversary Sponsorship Levels

PRINCIPLES SPONSOR – $50,000
2 opportunities

Created by and for our members, the Principles for Peak Grantmaking are our call to action to transform the practice of philanthropy into the practice of principled grantmaking. Partner with us to move from conversation to action and help lead the way with this values-driven, equity-centered, practice-based roadmap for change.

Each Principles Sponsor supports one of the following:
• Steward Responsively
• Learn, Share, Evolve

Benefits:
• Each sponsor will have the opportunity to address attendees in 5-minute remarks at the selected Principle launch webinar. Remarks may be recorded in advance.
• Recognition in printed Principles materials
• Recognition at all events
• Logo recognition on website throughout 2021
• Recognition in our 2021 Annual Report
• Recognition in PEAK Grantmaking Journal

"I see PEAK, among the major philanthropic affinity groups, as the primary driver of values-based grantmaking, particularly with the five Principles for Peak Grantmaking. Let’s be honest: grants management professionals are among the best-positioned people in grantmaking organizations to affect the kind of real, practical changes that stem from the goal of tying practices and policies to values."

–Dan Gaff
Director of Grants Management, May & Stanley Smith Charitable Trust

25th ANNIVERSARY PRESENTING SPONSOR – $25,000
2 opportunities

PEAK’s milestone year will be a celebration of our community, our members and their individual professional journeys, the broader evolution of the grants management profession, and of the future of PEAK Grantmaking and philanthropy. 25th Anniversary Presenting Sponsors will support our keystone events.

Each Presenting Sponsor supports one of the following:
• 25th Kick-Off Event & PEAK Annual Membership Meeting (April 2021)
• SOLD! 25th Evolution of Grants Management Event (September 2021)
• 25th Year-End Celebration (November 2021)

Benefits:
• Each sponsor will have the opportunity to address attendees in remarks of 5 minutes at selected event. Remarks may be recorded in advance.
• Recognition in promotional materials for 25th anniversary events
• Recognition at all 25th anniversary events
• Logo recognition on website throughout 2021
• Recognition in our 2021 Annual Report
• Recognition in PEAK Grantmaking Journal

Additional vendor benefits:
• Sponsored webinar
• Sponsored insight article on website
• Invitations to member-exclusive Community Conversations and events throughout the year
• PEAK2021 Online Exhibitor Package (see page 10)
# 25th Anniversary Sponsorship Levels

## COMMUNITY SPONSOR – $15,000

15+ opportunities

During our 25th anniversary year, PEAK Grantmaking will focus on building our community of grants and operations professionals by offering opportunities for members to connect with each other around identities and practices. Community Sponsors support the activities of one of our communities.

**Each Community Sponsor supports one of the following:**
- **A Selected Chapter** (PEAK has 14 chapters, based on geographic location within the United States and led by volunteers from the sector. PEAK Chapters host at least one educational event and one networking event each year.)
- **Affinity Group** (PEAK is developing affinity groups for Small Foundations, Corporate Grantmakers, and groups based around race; each led by volunteers from the sector and hosting at least two networking events per year.)

**Community of Practice** (PEAK is developing Communities of Practices to support peer-to-peer learning and connections for the advocates and change agents that will transform philanthropy.)

**Benefits:**
- Recognition in promotional materials for selected community
- Recognition at all events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

## CAPACITY SPONSOR – $10,000

2 opportunities left

PEAK Grantmaking is dedicated to developing the skills, knowledge, and expertise of grants management professionals at all levels of their careers. Capacity Sponsors champion the professional development of philanthropy’s change-makers.

**Each Sustaining Sponsor supports one of the following:**
- **Leadership Summit** for PEAK volunteers (July 2021)
- **SOLD! Mentoring Pilot Program**, in partnership with PEAK Northeast (May 2021 - May 2022)
- **Grants Management 101 Cohort – Class of 2021** (April - September 2021)
- **SOLD! Equitable Evaluation Initiative: Making the Case Collaboratory** (February - June 2021), co-hosted with GEO, Southern California Grantmakers, and Funders Together to End Homelessness

**Benefits:**
- Each sponsor will have the opportunity to address attendees in remarks of 5 minutes at selected event. Remarks may be recorded in advance.
- Recognition in promotional materials for your selection
- Recognition at all 25th anniversary events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

**Additional vendor benefits:**
- Sponsored webinar
- Sponsored insight article on website
- Invitations to member-exclusive Community Conversations and events throughout the year
- PEAK2021 Online Exhibitor Package (see page 10)
25th Anniversary Sponsorship Levels

**MEMBER SPONSOR – $5,000**
9 opportunities left

Each Member Sponsor provides a one-year scholarship for the cost of Organization Membership dues for an organization, which is committed to the Principles for Peak Grantmaking but does not have the budget to pay for dues.

**Benefits:**
- Recognition in promotional materials
- Recognition at all 25th anniversary events
- Logo recognition on website throughout 2021
- Recognition in our 2021 Annual Report

"The ability to connect with other grants managers has been so important to me. My membership with PEAK Grantmaking has given me the ideal platform for finding others whom I can learn from and with."

—Nicole Larsen
Director, Grants Administration, The Ralph M. Parsons Foundation

**SUPPORTING SPONSOR**
$1,000+

We gratefully accept support for our 25th anniversary year, with acknowledgement on our website, and in our 2021 Annual Report.

"Through PEAK, I’ve found new friends and kindred spirits who are wrestling with (and problem solving) the same issues I am. Together, I truly believe we have the know-how, tenacity, and vision to advance the ‘how’ of grantmaking."

—Jenny Morgan
Grants Officer, Robert W. Woodruff Foundation
PEAK2021 Annual Conference
Sponsorship Opportunities

For PEAK2021, we are going big with a next-level virtual conference, building on our success in 2020 with help from participant feedback on the ways we can enhance the experience. Over the course of two weeks in May 2021, members, partners, and vendors will come together virtually to learn, share, and network.

"Helmsley has been a proud supporter of PEAK’s annual conference for years, whether through supporting volunteer appreciation efforts, the conference app, or a keynote. The immense value that the philanthropic field receives through this conference – bringing the grants management community together for learning, connecting, and knowledge-sharing – is why we provide continued support year after year. From highly impactful philanthropic leaders and presenters, to modules on how to take action and transform grantmaking practices with the five Principles for Peak Grantmaking, PEAK’s conference creates an invaluable space."

–Adam Sanders
Grants Manager, The Leona M. and Harry B. Helmsley Charitable Trust

Thank you to our PEAK2020 Online sponsors and exhibitors.
We are grateful to the sponsors, vendors and consultants of our 2020 conference who rallied around PEAK Grantmaking and our community to host our first-ever virtual conference. We could not have been successful without them.

akoyaGO
Annenberg Foundation
Arnold Ventures
Barr Foundation
Bill & Melinda Gates Foundation
Blackbaud
Cambia Health Foundation
Candid
Chan Zuckerberg Initiative
Conrad N. Hilton Foundation
DigitalScience
Exponent Partners
Fluxx
GivingData
NGOsource
SmartSimple
Submittable
The Innovation Network
The Leona M. and Harry B. Helmsley Charitable Trust
Marguerite Casey Foundation
Travelers
Virginia G. Piper Charitable Trust
Wilburforce Foundation
WizeHive

2021 Sponsorship Opportunities
Last year, over 1,100 participants joined us for the online conference, and we anticipate another record-breaking year of online engagement. Keynote Sponsors support our three keynote events during the online annual conference.

Each Keynote Sponsor supports one of the following:
- SOLD! Opening Keynote at PEAK2021 Online
- SOLD! Second Keynote at PEAK2021 Online
- SOLD! Closing Keynote at PEAK2021 Online

Benefits:
- Each sponsor will have the opportunity to address attendees in remarks of 5 minutes at selected Keynote. Remarks may be recorded in advance.
- Recognition in promotional materials for PEAK2021 Online
- Logo recognition on PEAK2021 Online website and platform
- Social media mention and tag in sponsor shout-out prior to conference
- Recognition in our 2021 Annual Report

Additional vendor benefits:
- Sponsored webinar
- Sponsored insight article on website
- Invitations to member-exclusive Community Conversations and events throughout the year
- PEAK2021 Online Exhibitor Package (see page 10)

For our PEAK2021 Online annual conference, we plan to celebrate all that we have accomplished together and to envision and co-create the next 25 years for the PEAK community.

Sessions will focus on centering equity in approach and content, advancing our thinking on critical issues, introducing new ideas or fresh takes, and will include key takeaways and resources for participants.

Each Premier Sponsor supports one of the session tracks:
- SOLD! Listening to Community
- Supporting Adaptable Communities
- Learning with Community
- Creating Equitable Community
- Connecting with Community

Benefits:
- Each sponsor will have the opportunity to address attendees in remarks of 5 minutes. Remarks may be recorded in advance.
- Recognition in promotional materials for PEAK2021 Online
- Logo recognition on PEAK2021 Online website and platform
- Social media mention and tag in sponsor shout-out prior to conference
- Recognition in our 2021 Annual Report

Additional vendor benefits:
- Sponsored webinar
- Sponsored insight article on website
- Invitations to member-exclusive Community Conversations and events throughout the year
- PEAK2021 Online Exhibitor Package (see page 10)
Contributing Sponsors partner with PEAK Grantmaking to promote inclusivity at PEAK Grantmaking events, workshops, and cohorts by offering scholarships to folks in the sector who may otherwise be unable to attend. Scholarships cover the entire cost of registration fees for multiple participants.

Each Contributing Sponsor supports: 2 SOLD! PEAK2021 Online Scholarships, providing 15 scholarships

Benefits:
• Recognition in promotional materials for your selection
• Logo recognition on PEAK2021 Online website and platform
• Social media mention and tag in sponsor shout-out prior to conference
• Recognition in our 2021 Annual Report

Additional vendor benefits:
• Invitations to member-exclusive Community Conversations and events throughout the year

“Foundant Technologies has been a sponsor of PEAK Grantmaking for many years, and we always find great value in partnering with them at their annual conference. For us, it is a great time to connect with old friends, attend valuable sessions, and share insights with others. Congratulations on your 25th anniversary and wishing you all the best for the next 25!”

– The Foundant Technologies Team

PEAK2021 ONLINE EXHIBITOR PACKAGE – $3,000

• Virtual booth on our conference platform, which includes the ability to customize the following: exhibitor logo, external links, introductory paragraph, contact form, embedded video, meeting scheduler, private virtual meeting room, chat with attendees, an image gallery, and a rotating banner

• Unlimited registrations to PEAK2021 Online, which includes access to all Keynotes, sessions, chapter meetings, and networking opportunities

• Host a PEAK2021 Online exhibitor meet and greet session. Each vendor will be given a 20-minute timeslot on the conference agenda to meet attendees. You can share a demo, host a Q&A, or ask members to share their experiences.

• Recognition in PEAK2021 Online emails and website

• Social media mention and tag in exhibitor shout-out prior to conference

To secure your place, complete the 2021 Sponsor & Exhibitor Commitment Form here

"While it’s hard to replace an experience as special as the PEAK annual conference, I was very thankful to have these virtual opportunities to learn from and connect with peers and experts. I appreciate the time and effort from the PEAK staff to give us a piece of what brings us together every year."

– Amy Hall
Charitable Giving Associate, Georgia Power Foundation
PEAK2021 Annual Conference
Sponsorship Levels

**WELLNESS SPONSOR – $1,000**
12 opportunities

Throughout the conference, we will hold wellness breaks to allow our attendees time to recharge, reflect, and connect in between sessions. These breaks will feature a variety of mindfulness, music, social, and wellness activities. Wellness Sponsors will support a wellness break of your choice.

**Benefits:**
- Recognition on PEAK2021 Online website and platform
- Social media mention and tag in sponsor shout-out prior to conference
- Recognition in our 2021 Annual Report

"I have been going to PEAK conferences for nearly a decade to reconnect with your professional network of grants management professionals, make new connections, and learn more about best practices and latest research on effective practices. Whether you are veteran of the industry, new to the field, or anywhere in between, this is a must-attend event!"

– Hannah Kahn
Vice President, Grants Management, Arnold Ventures

**PEAK2021 SUPPORTING SPONSOR – $1,000+**

**Benefits:**
- Recognition in promotional materials for the Journal
- Recognition on PEAK2021 Online website and platform

"I found PEAK2020 Online sessions refreshingly compelling and eye-opening. I appreciated the breadth of topics covered, including issues related to equity and inclusivity, change management, and other issues that provide valuable context for our day-to-day work, our values as a company, and how we think about our mission advancing the work of social impact."

– David Goldsmith
SVP of Strategy, GivingData
Organization Support
Sponsorship Opportunities

Organization Support Sponsors invest in PEAK Grantmaking’s programming to highlight diverse voices from the grants management community, support the professional development of those who operationalize the big dreams of philanthropy, and continue to push philanthropy to implement equitable grantmaking practices.

Special note to vendors: If you provide Organization Support through a Sponsorship package of $7,500 or above, a PEAK2021 Online Exhibitor Package will also be included. (see page 10 for details)

JOURNAL SPONSOR – $20,000
1 opportunity left

Our flagship publication, the *PEAK Grantmaking Journal*, is published twice each year on a topic of interest and importance for our membership, our community, and philanthropy.

Each Journal Sponsor supports one of our 2021 flagship publications:
- **SOLD!** *PEAK Grantmaking Journal, Spring Edition*
- *PEAK Grantmaking Journal, Fall Edition*

Benefits:
- Recognition in promotional materials for the Journal
- Logo recognition on website throughout 2021

• Full page ad in PEAK Grantmaking Journal
• Recognition in our 2021 Annual Report

Additional vendor benefits:
- Sponsored webinar
- Sponsored insight article on our website
- Invitations to member-exclusive Community Conversations and events throughout the year
- PEAK2021 Online Exhibitor Package (see page 10)
ADVOCATE SPONSOR – $7,500
SOLD OUT

Each Advocate Sponsor supports one of the following virtual workshop opportunities. Each workshop series will consist of four 2-hour sessions and will focus on building leadership skills to advocate for more equitable grantmaking practices:
• SOLD! PEAK Spring Workshop Series: Implementing Flexible Grantmaking (March - April 2021)
• SOLD! PEAK Fall Workshop Series: Operationalizing Equity (September - October 2021)

Benefits:
• Recognition in promotional materials for your selection
• Logo recognition on website throughout 2021
• Recognition in our 2021 Annual Report

Additional vendor benefits:
• Sponsored webinar
• Invitations to member-exclusive Community Conversations and events throughout the year
• PEAK2021 Online Exhibitor Package (see page 10)

CONTRIBUTING SPONSOR – $5,000
2 opportunities

Contributing Sponsors partner with PEAK Grantmaking to promote inclusivity at our events, workshops, and cohorts by offering scholarships to folks in the sector who may otherwise be unable to attend. Scholarships cover the entire cost of registration fees for multiple participants.

Each Contributing Sponsor supports:
• Grants Management 101 Scholarships, providing 10 scholarships
• PEAK Workshop Scholarships, providing 10 scholarships

Benefits:
• Recognition in promotional materials for your selection
• Logo recognition on website throughout 2021
• Recognition in our 2021 Annual Report

Additional vendor benefits:
• Invitations to member-exclusive Community Conversations and events throughout the year

ASK THE EXPERTS SPEAKER PACKAGE – $1,000

Participate in one of our three Ask the Expert webinar series sessions to share your expertise with the PEAK community in an open Q&A format. Open to vendors and consultants.

To be considered, complete the 2021 Sponsor & Exhibitor Commitment Form here

There will be a limited number of spaces available. PEAK Grantmaking will review those who are interested, group experts together around common topics, and reach out if selected with next steps to confirm a date and plan logistics.