Sponsor & Exhibitor Opportunities
A Message from the PEAK2020 Co-Chairs

Dear friends, colleagues, and partners,

For more than two decades, PEAK Grantmaking has elevated the philanthropic sector and the grants management profession by focusing on practices and their improvement—the “how” of grantmaking. Our work connecting, convening, and training grants management professionals has reduced costs, strengthened compliance and controls, increased transparency, and set new standards for grantseeker engagement and measuring impact.

Today, we invite you to demonstrate your commitment to efficient, effective, and equitable grantmaking by becoming a supporter of our PEAK2020 conference. We welcomed over 800 attendees to PEAK2019, our largest conference yet, and PEAK2020 promises to build on that momentum by convening our community for critical conversations, knowledge sharing, and meaningful connections—all deeply rooted in our five Principles for Peak Grantmaking.

Without you, this work would not be possible. Your continued support is vital to our ability to maintain and expand this practice-based call to action within the field of philanthropy. We sincerely thank you for your partnership, and we look forward to another year of collaboration at PEAK2020!

Warm regards,

The PEAK Grantmaking Team & your PEAK2020 Conference Co-Chairs

Shonda Barnett
Senior Manager – Grants, Texas Women’s Foundation

Candy M. Champion
Grants Manager, Turner Foundation

Sue Fulton
Chief Financial Officer, Endowment for Health

About PEAK Grantmaking

Practice meets purpose at PEAK Grantmaking, a member-led national association of more than 4,000 professionals who specialize in grants management for funding organizations.

Our members come together to form a vibrant community of grantmaking practice that advances shared leadership and learning across the sector. By cultivating resources, learning opportunities, and collaborations across the philanthropic spectrum, we champion grantmaking practices designed to help funders of every size and type maximize their mission-driven work through living their values. Learn more at peakgrantmaking.org.
Connect with the PEAK Grantmaking Community at PEAK2020

BY THE NUMBERS

3 days

400+ organizations represented

20+ exhibitors

800+ attendees

60+ educational sessions

ATTENDEES BY EXPERIENCE

38% Professional
31% Supervisory/Management
20% Executive/Senior
11% Business Support

ATTENDEES BY TOTAL GIVING

Under $500,000
5%

$500,001-$2,500,000
11%

$2,500,001-$5,000,000
9%

$5,000,001-$25,000,000
33%

$25,000,001-$50,000,000
12%

Above $50,000,000
30%

ATTENDEES BY FOUNDATION TYPE

Private/Independent Foundation 63%

Public Charity/Other Nonprofit Grantmaker 13%

Community Foundation/Donor-Advised Fund 9%

Corporate Giving Program/Foundation 7%

Government/Public Entity 4%

Operating Foundation 3%

Philanthropy-Serving Organization 1%

PREVIOUS SPONSORS INCLUDE

Annenberg Foundation
Blackbaud
The Barr Foundation
Bromelkamp Company
Campion Foundation
Candid
Chan Zuckerberg Initiative
Conrad N. Hilton Foundation
Fluxx
Foundant Technologies
GivingData
JPMorgan Chase
The Leona M. and Harry B. Helmsley Charitable Trust
NGOsource
Salesforce.org
SurveyMonkey
TD Charitable
Walton Family Foundation
We believe grantmaking professionals have power—the power to bring practice change to our sector through tangible and practical implementation. This change not only improves philanthropy, it also helps us achieve better programmatic and strategic outcomes. To this end, PEAK Grantmaking has created a set of five Principles for Peak Grantmaking, which form the basis of our learning tracks at PEAK2020.

Each of our Principles Conference Partners support one of these tracks—demonstrating a commitment to one of our five Principles:

**TIE PRACTICES TO VALUES.** Link grantmaking practices with grantmaker values, integrating them throughout every aspect of grantmaking to walk the talk and propel mission.

**NARROW THE POWER GAP.** Value equally the resources grantmakers and grantseekers bring to their partnerships and use practices and policies to help narrow the power gap.

**DRIVE EQUITY.** Build grantmaking practices and policies that minimize bias and support decisions that promote justice, inclusion, and equity.

**LEARN, SHARE, EVOLVE.** Contribute to building sector-wide knowledge and seek wisdom from others pursuing change and impact.

**STEWARD RESPONSIVELY.** Manage all entrusted resources—human, financial, reputation, time—with care to balance stewardship with an agile approach to risk and an appreciation for different and changing circumstances.

As a Principles Conference Partner, you will be recognized as a grantmaker who is committed to action and to embedding these principles into your grantmaking practice.

Principles Conference Partners will receive acknowledgement, with their logo on our conference sponsor webpage, in the printed program guide, and in all sessions in the track. In addition, we invite Principles Partners to say a few words at the opening session of their sponsored track to share a brief story about how their organization is operationalizing the principle.

To learn more about how to become a Principles Conference Partner, please contact clare@peakgrantmaking.org.

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The Walton Family Foundation has been proud to support PEAK Grantmaking and its commitment to elevating the profession of grants management. PEAK offers critical resources, expertise and a continuous collection of best practices for the philanthropic sector—truly an organization and convener we can all benefit from.”

— Sam Caplan, CIO & Deputy Director of Operations, Walton Family Foundation
As Presenting Sponsor, you’ll welcome attendees to PEAK2020 in Seattle with our Opening Reception on Monday evening. You’ll be in peak position at this well-attended event where participants reconnect with colleagues and network with new acquaintances, speakers, sponsors, and exhibitors.

**BENEFITS:**
- Back cover ad in the digital and printed program guide
- Recognition from the podium during opening remarks by PEAK Grantmaking leadership
- Opportunity to address attendees in remarks of 5 minutes or less during opening reception
- Your name and logo on signage at photo booth during reception
- 10x10 booth space with priority placement in Expo Hall
- Two complimentary conference registrations
- Logo linked to your URL on our conference sponsor webpage
- Logo in the printed program guide
- Logo in conference email footers
- Logo on sponsor acknowledgement signage at conference
- Push notification from conference app
- Social media mention & tag in sponsor shout-out prior to the conference

Each Leadership Sponsor supports one of the following:

**Conference Connections**, which supports conference networking activities, including Game Night, Speed Networking, Ambassador Program, and Paint & Sip

**Lanyards**, co-branded with your logo and ours

**Professional Headshot Studio**, located just outside Expo Hall

**BENEFITS:**
- Half-page ad in printed program guide
- 10x10 booth space with priority placement in Expo Hall
- Two complimentary conference registrations
- Logo linked to your URL on our conference sponsor webpage
- Logo in the printed program guide
- Logo in conference email footers
- Logo on sponsor acknowledgement signage at conference
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- Social media mention & tag in sponsor shout-out prior to the conference
PREMIER SPONSOR | $15,000

Each Premier Sponsor supports one of the following:

- **Keynote Speaker** (1 available), with the opportunity to address attendees in remarks of up to 5 minutes from podium* Choose one:
  - Opening Keynote - SOLD
  - Lunch Keynote - SOLD
  - Closing Keynote
- **Program Guide**, with your full-page ad on the inside front cover
- **Welcome Hour on Sunday evening**
- **Seattle Treats**, available during breaks in the Expo Hall
- **Wellness Package**, which includes Morning Walk/RUNs, Morning Yoga, and Meditation Room
- **Member Lounge**, located in Expo Hall
- **Re-charge Station**
- **Social Media Station**

**BENEFITS:**
- Quarter-page ad in the digital and printed program guide
- 10x10 booth space with priority placement in Expo Hall
- One complimentary conference registration
- Logo linked to your URL on our conference sponsor webpage
- Logo in conference email footers
- Logo on sponsor acknowledgement signage at conference
- Push notification from conference app
- Social media mention & tag in sponsor shout-out prior to the conference

*Contact clare@peakgrantmaking.org for more information

SUSTAINING SPONSOR | $10,000

Each Sustaining Sponsor supports one of the following:

- **Full-day Pre-Conference Workshop** - SOLD
  Choose a workshop to sponsor: Grants Management 101 or Brave DEI Conversations 2.0: Intensive Training to Be an Equity Warrior in Your Life and Work
- **Conference App** - SOLD
- **Water Bottles**, co-branded with your logo - SOLD
- **Notebooks**, co-branded with your logo - SOLD
- **Tote Bags**, co-branded with your logo and ours

**BENEFITS:**
- 10x10 booth space with priority placement in Expo Hall
- One complimentary conference registration
- Logo linked to your URL on our conference sponsor webpage
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- Social media mention & tag in sponsor shout-out prior to the conference

"PEAK Grantmaking’s annual conference is one of the marquee events for Candid every year. The attendees are smart and eager to share with and learn from each other. We appreciate the thoughtful program tracks and speakers that expand on some of the most important topics for philanthropy to grapple with. PEAK’s members are philanthropy’s leaders, and we’re proud to be among them."

— Jen Bokoff, Director of Stakeholder Engagement, Candid
ADVOCATE SPONSOR | $7,500

Each Advocate Sponsor supports one of the following:

**Breakfast** (3 available)
**Lunch** (2 available)

**BENEFITS:**
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CONTRIBUTING SPONSOR | $5,000

Each Contributing Sponsor supports one of the following:

**Half-Day Pre-Conference Workshop.** Choose a workshop to sponsor: Black Belt Digital Data Management or Equitable Evaluation in Practice

**Coffee Breaks,** held inside the Expo Hall (5 available, with option to upgrade to full-day package of coffee breaks at $10,000 level)

**Conference Scholarships** for 5 people to attend the conference (unlimited available)

**BENEFITS:**
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SUPPORTING SPONSOR | $1,000+

We gratefully accept support for the annual conference, with acknowledgement on our PEAK2020 sponsor page and in our program guide.
Additional Options

CONFERENCE EXHIBITOR | $3,500 - $4,000

Conference exhibitors can choose from two exhibit space options in our well-trafficked Expo Hall, which is open during the entire conference.

There are only 30 spaces available this year, so be sure to reserve your spot as soon as possible!

- 10’x10’ Expo Hall space: $4,000
- 6’x6’ Expo Hall space: $3,500

A 10’x10’ Expo Hall space is included as a benefit for Presenting, Leadership, Premier, and Sustaining Sponsors.

SPONSORED SESSION | $1,500

Sponsors and exhibitors have the opportunity to deliver a 75-minute workshop that connects the conference theme and learning tracks to their specific products and services. Sessions are limited and go quickly. Priority for available sessions will be given to 2019 365 Sponsors and then to our Presenting, Leadership, Premier, and Sustaining Sponsors. The remaining sessions will be awarded on a first-come, first-served basis.

The deadline to submit a session proposal is November 15, 2019. Those selected to deliver a session will be notified by December 6, 2019.

Sponsoring PEAK Grantmaking conferences has given the GivingData team the opportunity to show our gratitude to a unique community of grantmakers who come together every year to learn, connect, and discover new ways to work and impact so many lives around the world. We would not be the company we are without the partnership with PEAK and so many of the foundations in the PEAK community. Thank you!

— Roberto Cremonini, Senior Partner, GivingData