



# UPSWELL<sup>®</sup> 2023

Powered by  INDEPENDENT  
SECTOR  SVP DALLAS

**Dallas-Fort Worth**  
**November 15-17, 2023**



Upswell is a community of changemakers who are transforming our nation into a healthy and racially just society.





# Upswell 2023 Sponsorship Opportunities

We are pleased to offer a range of opportunities for Upswell Dallas-Forth Worth. Investors will be acknowledged in five major sponsorship categories with suggested benefits and visibility opportunities available at each level. The Upswell team looks forward to working with you to craft a partnership package that meets your needs for connection and visibility, matches your program and issue interests, and is within your budget.

**For more information and to discuss opportunities, please contact Laura Marqués-Jackson, Partnerships Manager, at [lauraj@independentsector.org](mailto:lauraj@independentsector.org) or 202-467-6171.**

## Anchor Funders Circle

***Additional opportunity for local organizations who invest \$100,000+***

Comprised of key institutional stakeholders, funders, and influencers in Dallas-Fort Worth, this group will meet quarterly to:

- Advise on strategic design decisions and issues of local relevance, including how Upswell can be a catalyst for work that continues beyond the actual Summit event
- Assist in local fundraising efforts and broker introductions on behalf of IS and Upswell
- Suggest speakers, partners, vendors, and organizers for Upswell 2023
- Receive updates on Upswell 2023 planning
- Special acknowledgment from Independent Sector leadership during all 2023 Upswell events

# Upswell 2023 Sponsorship Opportunities

	Catalyst \$200,000+	Transformer \$100,000+	Builder \$50,000+	Mover \$25,000+	Connector \$10,000+
<b>DALLAS-FORT WORTH SUMMIT BENEFITS</b>					
Special acknowledgement from IS leadership during all 2023 Upswell events	✓	✓			
One-year Independent Sector membership for grantees/network	15	10			
Sponsored tweets or sponsored LinkedIn post to the IS/Upswell audience. Sponsor provides the content and we post to our channels. (approx. 37k followers on Twitter; 6k followers on LinkedIn)	3	2	1		
Opportunity to provide an advertisement in <i>Voices for Good</i> , IS' monthly newsletter. Sponsor provides the content to be featured. (approx. 30k subscribers)	✓	✓	✓	✓	
Funder Circle (for local sponsors only)	✓	✓			
Verbally recognized by the CEO of Independent Sector during the Opening Main Stage presentation	✓	✓			
Opportunity to introduce a Main Stage speaker via 1-2 minute remarks	✓				
Premium name and logo placement on the Summit tote bag provided to all event attendees at check-in	✓				
Sponsor video embedded at the bottom of an Upswell email with acknowledgment of your sponsorship. Sponsor provides the video to be included		✓			
Recognized via digital signage at all Main Stage sessions	✓	✓			
Opportunity to design a workshop	✓	✓	✓		
Opportunity to design a twenty-minute Spark Talk presentation				✓	

# Upswell 2023 Sponsorship Opportunities (continued)

	Catalyst \$200,000+	Transformer \$100,000+	Builder \$50,000+	Mover \$25,000+	Connector \$10,000+
Opportunity to design a ten-minute session for the Spotlight Stage located in the Public Square					✓
Prominent recognition as a host for a community building event such as a community tour or community dinner			✓		
Prominent recognition as a sponsor of a networking event such as a Networking Hub or Refreshment Station. <i>(non-exclusive)</i>				✓	
10x10 exhibit booth space located in the Public Square	✓	✓	✓	✓	✓
Upswell Summit registrations <i>(Option to purchase additional registrations at a discounted rate)</i>	4	3	2	2	2
Logo and link on the Upswell website for the duration of 2023	✓	✓	✓	✓	✓
Logo in pre- and post-event Upswell email blasts	✓	✓	✓	✓	✓
Recognition in 2023 Independent Sector annual report	✓	✓	✓	✓	✓
Summit post event audience impact report	✓	✓	✓	✓	✓
Sponsor acknowledgment on social media with a tag to your organization	✓	✓	✓	✓	✓
Opportunity to place an item in the tote bag	✓	✓	✓	✓	✓
Name and logo placement on all materials related to the Summit including press releases, blog posts and network-wide communication	✓	✓	✓	✓	✓



## Benefits of Exhibiting at



### CONNECT

with some of the most influential CEOs and grassroots community organizers in the nonprofit sector

### MEET

prospects and generate new leads

### PROMOTE

your company's image and maximize its market exposure

### DISCUSS

your customers' needs face-to-face and demonstrate solutions

### RESEARCH

your competitors and develop ways to distinguish your products and services from theirs

### TEST or LAUNCH

new products and receive feedback in real time

### EXPAND

your customer database to strengthen your overall sales and marketing programs

### RE-ENGAGE

existing customers

## Why Exhibit at Upswell 2023?

Upswell is the premier opportunity for people from across the nonprofit and philanthropic community to come together and examine pressing issues facing our organizations and the communities we serve. Join nonprofit and foundation leaders as they challenge our current thinking and explore creative solutions that will make the nonprofit community even more effective.

Our exhibitors and partners are key to building a brighter future for our sector. We believe that programming should continue beyond the main stage or the conference room. Our intentional human-centered design encourages attendees to gather at the Public Square throughout the Summit, where learnings from workshops and spark talks are unpacked and new connections are made. By situating our exhibitors within the Public Square, we can ensure they are at the intersect of where change happens. Don't miss the opportunity to harness this momentum and provide our attendees with the tools they need to move their missions forward.

## Exhibit Opportunities

Exhibitor Level	Booth Size	Spotlight Stage	Member Price	Non-Member Price
<b>Exhibitor+</b>	10x10	10 Minute Presentation	\$3,250	\$4,500
<b>Exhibitor</b>	10x10	---	\$2,500	\$3,750

*Exhibitors+ may purchase an additional Spotlight Stage slot for \$500*

### What's included with your booth rental:

- 8'-high draped back wall, 3'-high draped sidewalls\*
- One (1) complimentary full-conference registration (per 10' x 10')\*\*
- Exclusive, non-conflicting exhibit hall hours to network with attendees
- Networking opportunities that include receptions and refreshment breaks
- Company listing and 50-word company description in Upswell Mobile App

*\*Exhibit space rental does NOT include any furnishings or utilities and must be ordered a la carte. Pricing and order forms will be included in the Exhibitor Services Kit.*

*\*\*Additional full conference registrations over the allotted amount can be purchased at a discounted rate. Please contact IS staff for more information.*

# Sponsorship & Exhibitor Commitment Form



# UPSWELL 2023

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## Sponsorship Levels:

- Catalyst: \$200,000+       Builder: \$50,000+       Connector: \$10,000+  
 Transformer: \$100,000+       Mover: \$25,000+

## Exhibitor Levels:

	Exhibitor Level	Booth Size	Spotlight Stage	Member Price	Non-Member Price
<input type="checkbox"/>	<b>Exhibitor+</b>	10x10	10 Minute Presentation	\$3,250	\$4,500
<input type="checkbox"/>	<b>Exhibitor</b>	10x10	---	\$2,500	\$3,750

## Organization Information:

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Payment Information:

*\*This document serves as a contract. All sponsorship or exhibit requests are final. Execution of this sponsorship commitment form signifies assumption of legal responsibility to pay for all sponsorships or exhibit opportunities as stipulated on the form. Sponsorship and exhibit participation is not confirmed until full payment is received. Payment must be made prior to the event date. **No refunds** will be issued.*

- Visa     MC     American Express     Please send me an invoice for payment via wire transfer or check

Name on Card: \_\_\_\_\_

Credit Card No: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Please return your completed form to Laura Marqués-Jackson at [lauraj@independesector.org](mailto:lauraj@independesector.org). Thank you for your support of Independent Sector!**

# We're Excited to Connect

With Upswell 2023 year-round, we're eager to quickly design a partnership that connects your mission to our huge network of changemakers across the country.

Please reach out by emailing Laura Marqués-Jackson at [lauraj@independentsector.org](mailto:lauraj@independentsector.org).



## About Independent Sector

Upswell is powered by Independent Sector, the only national membership organization that brings together a diverse community of changemakers at nonprofits, foundations, and corporate giving programs working to strengthen civil society and ensure all people in the United States thrive. As the vital meeting ground, we advance our mission by fostering a sense of belonging, catalyzing action, and providing policy leadership across the full breadth of the charitable sector.