

YOU'RE INVITED TO

TRANSFORM NONPROFIT EVENTS AS A SPONSOR OF

# ELEVATE

A CONFERENCE FOR FUNDRAISING EVENTS

**2026 SPONSOR PROPOSAL**

PRESENTED BY SWAIM STRATEGIES

# WELCOME TO ELEVATE 2026

After 22 successful years of fundraising events at Swaim Strategies—including producing 697 events and serving over 3,900 nonprofits—we're celebrating our sixth year of bringing together nonprofit fundraising professionals through our 360-degree education resource for nonprofit events. Through our education hub, podcast, and 2-day hybrid event conference Elevate we are working to make events more impactful to build community and sustain nonprofit missions. We hope you will join us.

**Elevate Conference returns March 3-4, 2026!**

**The Fundraising Elevator Season 3 Launches October 1, 2025**

Our mission remains steadfast: to improve the fundraising event experience by helping nonprofit event and auction planners with strategy, tools, partners, vendors, and resources that enhance their fundraising events. We are dedicated to empowering individuals and organizations through education, practical tools, and networking opportunities. Let's continue building movements through gathering.

**This year's hybrid conference will take place at AVENUE in Portland, Oregon with an option to attend virtually.**

We are seeking partners who share our commitment to educational excellence and community empowerment. By becoming a sponsor of Elevate, your organization will benefit from:

**Visibility and Recognition:** Gain exposure to a diverse audience of nonprofit leaders, professionals, and stakeholders through our online platforms, hybrid conference, and podcast.

**Networking Opportunities:** Connect with industry influencers, thought leaders, and potential collaborators during the conference (both in-person and virtual attendees), as a podcast guest, as a content expert in our webinar series, and as a referred resource partner.

**Brand Alignment:** Showcase your organization's dedication to supporting educational initiatives and professional development within the nonprofit sector.

**Community Impact:** Contribute directly to the growth and success of nonprofit organizations by investing in their leadership and capacity-building efforts.

Enclosed you will find a detailed sponsorship prospectus outlining the various sponsorship levels and corresponding benefits available to partners of Elevate. We are committed to ensuring that our sponsors receive maximum value and recognition for their support.

## Sponsors will have the opportunity to:

- ^ Be content experts
- ^ Be teachers and guests
- ^ Share branded content
- ^ Promote your own trainings and gatherings
- ^ Have their content backlinked and take part in cross-promotional opportunities for increased SEO
- ^ Write guest blogs
- ^ Reach both in-person and virtual attendees through our hybrid format

We would welcome the opportunity to discuss your participation as a valued partner of Elevate. All sponsorships are for a year-long engagement, providing ongoing value and connection with our community.

Planning a fundraising event can be challenging, but when done right, it has the power to connect more donors to your mission and amplify your impact. That's exactly why we created Elevate—and why we need partners like you to make it even better.

Thank you for considering this partnership opportunity. Together, we can elevate the capabilities of nonprofit professionals and make a lasting impact on communities worldwide.

**JOIN US IN ELEVATING FUNDRAISING EVENTS,**



**SAMANTHA SWAIM  
+ KRISTIN STEELE**  
Swaim Strategies



# ELEVATE CONFERENCE

SCHOOL FOR YOUR FUNDRAISING EVENT

MARCH 3-4 | 2026

Hybrid Event Broadcast from Portland, Oregon

**ELEVATE**  
A CONFERENCE FOR FUNDRAISING EVENTS



## PAST SPEAKERS



**KIMBERLY  
BOTTOM**



**KENDALL  
CLAWSON**



**JO  
DAVIS**



**SHARI  
DUNN**



**ROBERT  
GOMAN**



**DIANA FARIAS  
HEINRICH**



**MICHELLE  
HOLMAN**



**SIRI  
LIPPY**



**PRIYA  
PARKER**



**KELLY  
RUSSELL**



**ZERIK  
SAMPLES**



**KRISTIN  
STEELE**



**SAMANTHA  
SWAIM**



**FRANK  
VELÁSQUEZ JR.**



**LISA  
WATSON**



**MOSLEY  
WOTTA**



**TAMMY  
ZONKER**

## 2025 CONFERENCE SPONSORS



THE | AV DEPT.



# ELEVATE CONFERENCE

SCHOOL FOR YOUR FUNDRAISING EVENT

MARCH 3-4 | 2026

Hybrid Event Broadcast from Portland, Oregon

**ELEVATE**  
A CONFERENCE FOR FUNDRAISING EVENTS



## SPONSOR TESTIMONIALS

The people in this room, you can feel the passion that they have for their nonprofits, for the events that they put on for their communities, and Feathr wants to be a part of that. We have loved the vibe since the moment we stepped in the room.

**Kimberly Bottom**  
*Feathr, Elevate Sponsor*

Being at the Elevate Conference as a sponsor and trusted partner has offered an invaluable opportunity to connect with incredible organizations. I consistently leave with promising client connections, and it's been rewarding to collaborate with several organizations I initially met at the conference. These clients, thanks to Elevate, now have a clear grasp of event optimization, making them a pleasure to work with as they focus on creating impactful events for their donors.

**Kelly Russell**  
*Artisan Auctions, Elevate Sponsor*

The experience exponentially expanded our network—introducing us to nonprofit professionals, mission-aligned vendors, and collaborators we're still partnering with today.

**Lisa Aragon**  
*Arpeggio Digital, Elevate Sponsor*

# THE EDUCATION HUB

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In the nonprofit sector we see the need for education to help capitalize on the potential of an organization's fundraising event. There are countless resources for nonprofit professionals and development professionals but very few resources for the event planner on the development team.

**Our goal is to fill that gap.**

The Education Hub is an extensive library of information for the nonprofit event planning team. We provide:

- ^ Tools + Templates
- ^ Best Practice Guides
- ^ A Monthly Webinar Series
- ^ Custom Trainings
- ^ Planning Guide Book

## TARGET AUDIENCE

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Our target demographic are those new to fundraising events including new development professionals, committees, and board members. We seek to be a one-stop shop for finding how-to guides that get a team up and running quickly on planning a transformative gathering.

## 2025 EDUCATION HUB SPONSORS

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**GOLFSTATUS®**



## THE PODCAST

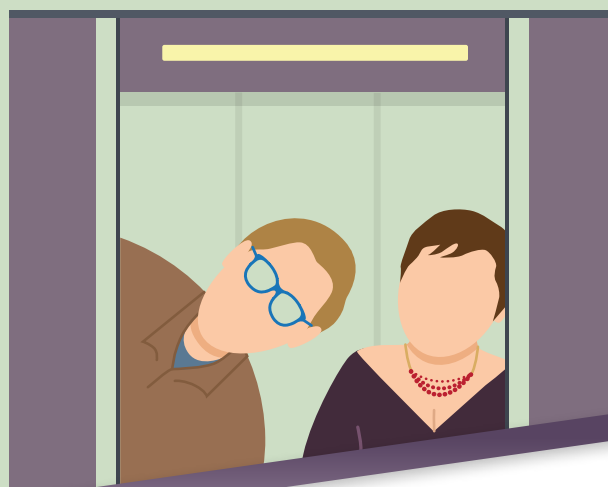
^ \$500

# The Fundraising Elevator

WHERE WE'RE ALL HEADED UP

### SEASON 2 RECAP

44 episodes designed to inform fundraising experts and expand what's possible.



### SOME PAST GUESTS



**BRIDGET**  
SMITH BURTON



**NATHAN**  
CHAPPELL



**MEENA**  
DAS



**RACHEL**  
D'SOUZA



**MALLORY**  
ERICKSON



**KIARA**  
HARDY



**JOSH**  
HIRSCH



**CHERIAN**  
KOSHY



**JEN**  
LOVE



**MARIAH**  
MONIQUE



**ANNE**  
MURPHY



**MARC A.**  
PITMAN



**STEVEN**  
SCREEN



**SABRINA**  
WALKER HERNANDEZ



**RHEA**  
WONG



## FORMAT

Each episode features deep-dive conversations with expert guests. Episodes run 45-90 minutes long and explore both big ideas and tools that fundraising professionals can apply immediately to their work.

## WHAT'S COMING IN SEASON 3

### Season 3 Launches October 1, 2025

In season 3 we're going to have podcasts on the road from some of the top fundraising event conferences:

- Λ Raise
- Λ The Nonprofit Storytelling Conference
- Λ Elevate Conference

We'll have multi-episode guests diving into the neuroscience of belonging, gathering, and the research behind giving.

Additionally we plan to feature case studies and explore place making in events.

**EXPECT 44 EPISODES  
WITH NEW EXPERTS  
AND NEW IDEAS.**

## SEASON 2 PODCAST SPONSORS

THE | AV DEPT.

greatergiving  
CELEBRATING 20 YEARS



# ELEVATE

## 2025 SNAPSHOT

### ELEVATE

A CONFERENCE FOR FUNDRAISING EVENTS

#### ELEVATE CONFERENCE:

*School For Your Fundraising Event*

This 2-day hybrid conference is at AVENUE in Portland, Oregon, and broadcast to an online international audience. It is an opportunity to gain practical tools and actionable insights to enhance event performance, storytelling, fundraising strategies, and donor experiences.

331



Conference attendees

129



Culturally specific  
organizations served

586



Virtual visitors

797



On-demand replays

28



Attendees from  
28 US States

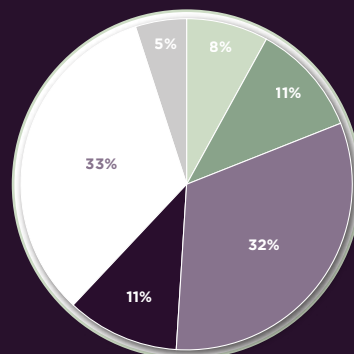
3



Attendees from  
3 countries

#### ATTENDEE ROLES:

- Admin 8%
- Event Planner 11%
- Leadership 32%
- Marketing 11%
- Fundraising 33%
- Consultant 5%





# ELEVATE

2025 SNAPSHOT



## EDUCATION HUB:

*Where Innovation Meets Opportunity*

The Education Hub is where you'll find webinars, resources, and expert-led content sponsored by organizations dedicated to advancing the art and science of nonprofit fundraising. These educational offerings are thoughtfully designed to empower nonprofit professionals with actionable strategies, tools, and insights to take their mission to the next level.

9,300

*New users (32% increase)*

1,196

*Webinar attendees*

9,665

*Readers*

21

*US States*

2

*Countries*

## 2025 EDUCATION HUB SPONSORS

**onecause**  
POWERFUL FUNDRAISING SOLUTIONS

**THE  
FUNDRAISING  
EVENT** CO.

**GOLFSTATUS**

**ZP**



## The Fundraising Elevator Podcast

*Where We're All Headed Up*

Hosted by Samantha Swaim and Kristin Steele, this podcast brings real conversations, expert insights, and actionable advice to help nonprofits create meaningful donor connections and successful fundraising events. New episodes drop weekly on Wednesday.

**88** 

*Episodes in 2 seasons*



*Listeners in 37 US States and 39 Countries*

**680**

*Subscribers*



**19,316**

*Listeners viewers* 

**139,945**

*Plays*



*"Every episode you'll discover some incredible nugget that will transform what's possible for your fundraising. It'll make your asks a little bit easier, your events and campaigns a little bit more effective, and yourself an awful lot happier. Worth a listen every time!"*

*-Podcast Listener*



*"Great podcast! Highly informative practical guidance. I always learn something new with each episode."*

*-Podcast Listener*



## SEASON 2 PODCAST SPONSORS

**THE | AV DEPT.**

**greater giving**  
CELEBRATING 20 YEARS



### AUDIENCE

**SWAIM STRATEGIES**  
Elevating Fundraising Events

**5,811** 

*Email subscribers (10% growth)*

**46%** 

*Email open rate*

**2.5K** 

*Email users*

**400%** 

*Increase in social media traffic*

**9.3K** 

*New users (32% growth)*

**4,413** 

*Social media followers*

# SPONSOR BENEFITS

ENGAGE IN ONE OF THE THREE SEGMENTS OF THE ELEVATE PLATFORM, OR GET INVOLVED IN ALL THREE OPPORTUNITIES.

We would love to have you design your sponsor experience for what fits your budget and partner goals best.

## EDUCATION HUB

	\$10,000	\$5,000	\$3,500	\$1,500
EXCLUSIVITY IN YOUR SECTOR (CRM, AUCTIONEER, BANKING)	^			
HANDOUT TO ELEVATE ATTENDEES	^			
GUEST SPEAKER ON 1 WEBINAR (ATTENDEE LIST)	^	^		
SUBSTACK SUBSCRIBER eNEWS WITH WEBINAR RECORDING	^	^		
INVITE TO WRITE A GUEST BLOG	^	^	^	
BRANDED DOWNLOADABLE TOOLS (GATED EMAIL GENERATOR)	^	^	^	
SOCIAL MEDIA CROSS PROMOTION	^	^	^	^
INCLUSION IN BEST OF VENDOR LIST WITH LINK	^	^	^	^
PARTNER LOGO WITH LINK	^	^	^	^





## ELEVATE CONFERENCE

HYBRID MARCH 3-4, 2026	\$20,000	\$10,000	\$5,000	\$2,500
LEAD RETRIEVAL—ATTENDEE CONTACT LIST	∧			
LEVEL EXCLUSIVITY IN YOUR SECTOR (CRM, AUCTIONEER, BANKING)	∧			
LOGO ON DIGITAL ADS	∧			
INVITE TO PRESENT CONTENT LIVE	∧	∧		
INVITE TO PRESENT ON A PANEL/ROUND TABLE			∧	∧
OPPORTUNITY TO SUBMIT PRE-RECORDED CONTENT FOR ON-DEMAND VIEWING	∧	∧	∧	
SOCIAL MEDIA CROSS PROMOTION	∧	∧	∧	
LOGO ON LIVESTREAM LANDING PAGE	∧	∧	∧	
RECOGNITION LIVE FROM EVENT STAGE WITH ENDORSEMENT	∧	∧	∧	
LOGO ON PROMOTION FLIER	∧	∧	∧	
NAME ON PROMOTIONAL FLIER				∧
BRANDED SWAG GIVEAWAY	∧	∧	∧	∧
TICKETS TO GIFT TO A NONPROFIT PARTNER	4	3	2	1
TICKET TO ATTEND	2	2	1	1
VIRTUAL TICKETS TO GIFT TO A NONPROFIT PARTNER	6	5	4	2
LOGO ON CONFERENCE WEBSITE	∧	∧	∧	∧
LOGO ON VIDEO SCREENS	∧	∧	∧	∧
6-FOOT VENDOR BOOTH ONSITE	∧	∧	∧	∧

## THE CONFERENCE HOSPITALITY ADD ON OPPORTUNITIES

Enhance your conference sponsor benefits with any of these add ons.

	\$5,000	\$3,500	\$2,500	\$1,000
SCHOLARSHIP FUND: HOST 8 BIPOC/LGBTQ ORGANIZATIONS WITH FULL SCHOLARSHIPS TO ATTEND	^			
KEYNOTE SPONSOR: LOGO AND INTRODUCTION OF KEYNOTE		^		
LUNCH SPONSOR: LOGO AND ENGAGEMENT OPPORTUNITY			^	
RECEPTION SPONSOR: HOST A RECEPTION ON NIGHT ONE IN YOUR LOCATION, YOU PICK UP THE TAB AND WE SEND THE AUDIENCE				^





## THE PODCAST

44 EPISODES IN SEASON 3	\$25,000	\$10,000	\$5,000
LOGO PLACEMENT ON VIDEO TITLE CARD FOR EACH EPISODE OF SEASON 3	^		
LISTED AS "THIS EPISODE BROUGHT TO YOU BY" WITH LINKS AND A PARAGRAPH ABOUT YOUR PRODUCT	^	^	
ENEWS ANNOUNCEMENT OF SPONSORSHIP WITH LOGO AND LINK TO 5,800+ SUBSCRIBERS	^	^	
LOGO PLACEMENT ON PODCAST PAGE ON WEBSITE	^	^	^
GUEST APPEARANCE WITH LINKS AND PROMOTIONAL OFFERING	^	^	^
LOGO ON PODCAST WEBSITE	^	^	^
SOCIAL MEDIA CROSS PROMOTION TO 4,400+ FOLLOWERS	^	^	^
MID SPOT: 30 SECOND AD AT THE MIDPOINT OF ALL EPISODES FOR SEASON 3	^		
OPEN SPOT: 30 SECOND AD AT THE BEGINNING OF EACH EPISODE FOR SEASON 3		^	
MID SPOT: 30 SECOND AD AT THE MID POINT FOR ONE TOPIC ALIGNED EPISODE OF SEASON 3			^