

# SPONSORSHIP PROPOSAL

2022 BREAKIN' IT DOWN Conference  
REDEFINING LEADERSHIP.

Carruthers Center NEIU  
Friday, October 28, 2022

PREPARED BY THE  
BREAKIN' IT DOWN PLANING COMMITTEE



ADVANCING RACIAL EQUITY IN NONPROFIT, PHILANTHROPY, AND FUNDRAISING

# BRONZEVILLE

# 2022 BREAKIN' IT DOWN

Conference • Carruthers Center NEIU Chicago • October 28

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## OUR HISTORY

Launched in 2003, the Breakin' It Down conference grew out of a desire to engage diverse nonprofit management and fundraising professionals in conversations about the present state and future of the nonprofit and philanthropic sectors. Over the years, BID has dedicated ourselves to partnering with diverse nonprofit and community leaders in the city, to plan and execute our conference programs. We believe this is the best way to help our communities thrive, and to continue to provide our nonprofit professionals with opportunities to build acumen and strengthen networks integral to organization success.

The BID conference brings together seasoned and emerging nonprofit fund development professionals and administrators; academics; students; and other stakeholders who serve under-represented and underserved communities, with experts and distinguished philanthropic and nonprofit leaders in the field.

## WHAT PEOPLE SAID ABOUT BID

*“Very impressive”*

*“We have to change  
our way of thinking”*



## WHY SPONSOR THE BREAKIN' IT DOWN CONFERENCE?

### Engage with the nonprofit community

BID Conference sponsors are exposed to a highly engaged diverse audience of nonprofit management and fund development communities.

Sponsoring a BID Conference gives you:

- Access to influential nonprofit professionals
- Internal and external networking opportunities
- Unique marketing and brand exposure
- Opportunity to make valuable contacts



### Help encourage diversity and inclusion

Sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate at the conference. Your sponsorship support helps to bring the widest possible range of are participants to the BID Conference, especially those who serve under-represented and underserved communities.



### ABOUT THE BID CONFERENCE

Since 2003, the BID Conference has become a pivotal platform for the nonprofit professionals who serve under-represented and underserved communities to exchange information on best practices and purpose in nonprofit management and fund development, through plenaries, workshops, and speakers. The BID Conference also provides career advice and opportunities for professional networking, such as Speed Networking with Funders. In 2019, BID introduced the Denise Stennis Awards.



## Audience

The Conference attracts delegates from across the Chicago area and is typically attended by nearly 200 participants from the nonprofit, business, and education communities.

The BID Conference is supported by respected names in the nonprofit and philanthropic community, which consists of diverse organizations, community leaders, corporate sponsors, private foundations, and family foundations.

The majority of attendees are key personnel, board members, and volunteers who are responsible for building funds and organization infrastructure. Attendees also include participants from:

- Nonprofit community organizations
- Educational institutions
- Private foundations
- Corporate giving departments
- Policy-making sector
- Community activists
- Students



## WHAT PEOPLE SAID ABOUT BID

*"I'm excited!"*

*"Perfect balance  
of talk and questions—  
doers, helpers, and  
funders"*

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## Participate

*Be part of a highly specialized forum in Chicago's diverse nonprofit community. As a BID Conference sponsor, your organization is supporting a respected and growing community within the nonprofit sector.*





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## FEATURED PREVIOUS SPONSORS

*BID values strong, ongoing relationships with each of our sponsors and works closely with them to ensure their individual needs are met to receive a good return on their investment. Respected names have supported the BID Conferences and have gained valuable exposure.*

Sponsors

**GRAND VICTORIA**  
FOUNDATION

**LLOYD A. FRY**  
FOUNDATION

**POLK BROS**  
FOUNDATION



Beakin' It Down offers flexible sponsorship options to align with your objectives. We can tailor a package according to your needs and budget.

**For more information, please contact**  
Rhea Yap, Chair  
Breakin' It Down Planning Committee  
773-540-9935  
[hello@breakinitdownchicago.org](mailto:hello@breakinitdownchicago.org).



## BECOME A SPONSOR

### SPONSORSHIP BENEFITS

Sponsorship Level	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Conference tickets for two guests and lead logo placement on event announcement	•			
Conference tickets for two guests and logo placement on event announcement		•		
Conference ticket for one guest and logo placement on event announcement			•	•
Prominent recognition of organization logo + link on BID website	•			
Logo placement on BID website		•	•	•
Logo on screens at event	•	•	•	•
Table at event	•	•	•	•
Lead logo placement on event signage and email promotion	•			
Logo placement on event signage and email promotion		•	•	•
Lead Sponsor acknowledgment in all event promotional materials, press releases, social media, and at event	•			
Acknowledgment in all event promotional materials, press releases, social media, and at event		•	•	•

In return for the benefits specified in the Sponsor Package, the Sponsor agrees to:

1. Reasonably promote/advertise the conference using Sponsor's existing e-mail lists, website, and other channels.
2. Promptly complete all sponsorship administrative requirements, including:
  - Pursuant to completing any formal logo or trademark use agreement required by the Sponsor, provide a copy of the logo usage policies to BID conference staff.
  - Promptly authorize the use of the Sponsor's logos and names on the website and in promotional materials.
  - Provide logos, marks, and names in a scalable, high-resolution graphics format within 14 days of the logo/trademark use agreement being signed, if applicable, otherwise within 14 days of this acceptance form being signed.
  - Pay sponsorship commitment by 10/14/2022, which shall be receive credit for the next event if the conference is cancelled.
  - Logos will be added to the conference website and other promotional materials as soon as agreements are in place and usable images are provided.

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## “REDEFINING LEADERSHIP”

### SPONSORSHIP ACCEPTANCE FORM

**YES!** We will sponsor the 2022 BID Conference at the following level:

- ☐ **Platinum** \$5,000      ☐ **Silver** \$1,000  
☐ **Gold** \$2,500      ☐ **Bronze** \$500

-- OR --

☐ No, I/we cannot sponsor the 2022 BID Conference at this time.

However, please accept our contribution of \$ \_\_\_\_\_.

Company Name (as it should appear in all event materials)

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Contact Name

Title/Position

Daytime Phone

Email

Address

---

City

State

Postal Code

☐ I/We have enclosed a check made payable to Mujeres Latinas en Acción\* in the amount of \$ \_\_\_\_\_.

☐ I/We prefer to pay by credit card. Please charge my/our card \$ \_\_\_\_\_.

Card Type: ☐ MASTERCARD ☐ AMEX ☐ VISA ☐ DISCOVER

Account No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature

Date Signed

Please Note: Mujeres Latinas en Acción is a nonprofit 501c3 organization, serves as BID's fiscal agent for sponsorships. Checks can be made payable to Mujeres Latinas en Acción.

**Please send form and payment to:**

Mujeres Latinas en Acción  
ATTN: BREAKIN' IT DOWN  
2124 W. 21st Place  
Chicago, IL 60608

**For more information, please contact::**

Rhea Yap,  
Chair, Breakin' It Dow Planning Committee  
773-540-9935  
[hello@breakinitdownchicago.org](mailto:hello@breakinitdownchicago.org)

Online registration for the 2022 Breakin' It Down conference is available at [www.breakinitdownchicago.org/registration-1](http://www.breakinitdownchicago.org/registration-1).