

Lakeshore Nonprofit Alliance

# Sponsorships





## Our mission.

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To strengthen the ability of nonprofit organizations to successfully accomplish their missions by working together.

## Our vision.

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A valued, effective, and sustainable nonprofit sector.

The Lakeshore Nonprofit Alliance (LNA) is a membership organization that provides support and resources to approximately 200 nonprofits in the greater Ottawa County area. *We believe that nonprofits are a cornerstone of what makes this community great.* Through collaboration, and a commitment to a strong nonprofit sector, we can create a stronger community for everyone.

LNA offers programs & services to benefit members while also engaging in advocacy and collaborative efforts to help achieve our vision of a valued, effective, and sustainable nonprofit sector. Programs include Workshops, Trainings, Learning

Circles, and Cohorts. We are also committed to gathering local nonprofit data, equipping our members with the knowledge, tools, and networks to move their missions forward, and to driving organizational and community impact. LNA advocates for nonprofits by identifying, embracing, and promoting causes that are of utmost importance to members.

LNA members include nonprofits representing a wide variety of mission backgrounds and focuses, including health & human services, arts & culture, education, environment, faith-based, philanthropic organizations, and more.



# Why Sponsor LNA?

The Lakeshore Nonprofit Alliance (LNA) works and communicates regularly with our hundreds of nonprofit members in the greater Ottawa County area. By sponsoring LNA, your company and its services will become better known to the thousands of staff, board members, and general supporters of the nonprofits we serve. Our sponsors can feel good about the fact that the financial resources they provide are leveraged heavily to champion so many nonprofits creating impact in our community. With so many members

focused on a wide range of supports and services, our sponsors can help make an impact with local hunger relief, early childhood education, unmet housing needs, older adult care, and the list goes on and on. The resources, training, shared learning experiences, one-on-one consulting, and data collection and reporting that LNA offers to members support nonprofits so that they can do their best work. “All boats rise with the tide” through sponsorship support of the Lakeshore Nonprofit Alliance, resulting in a strong nonprofit sector.



*“Lakeshore Nonprofit Alliance fills a critical role in the for-impact sector in the greater Ottawa County area. In addition to their core services of capacity building, leadership training, education, and collaborative initiatives, LNA provides key data to show the health of the sector and opportunities for community stakeholders to address key issues facing the sector. The Grand Haven Area Community Foundation has been a long-time strategic partner and supporter of LNA, and we look forward to their continued growth in the community.”*

**– Grand Haven Area Community Foundation**

*“CFHZ is proud to partner and support LNA’s work to accelerate and deepen the effectiveness and impact of our local nonprofit sector. Nonprofits are at the forefront of addressing so many of our community’s most pressing needs and critical opportunities and LNA is there to pour into these partners to help them individually and collectively meet their mission. LNA lends incredible value to helping us move towards a more fully thriving community.”*

**– Community Foundation of Holland/Zeeland**



# LNA Sponsorship Opportunities

We are fortunate to be in a position to support great organizations and a community committed to serving alongside them. We appreciate your commitment to that as well! We have three tiers of sponsorships available for you to choose from to partner with us in reaching West Michigan nonprofits:

**\$10K/year**

Choose 4 sponsor benefits  
+ 3 premium benefits

**\$5K/year**

Choose 4 sponsor benefits  
+ 1 premium benefit

**\$2.5K/year**

Choose 4 sponsor  
benefits

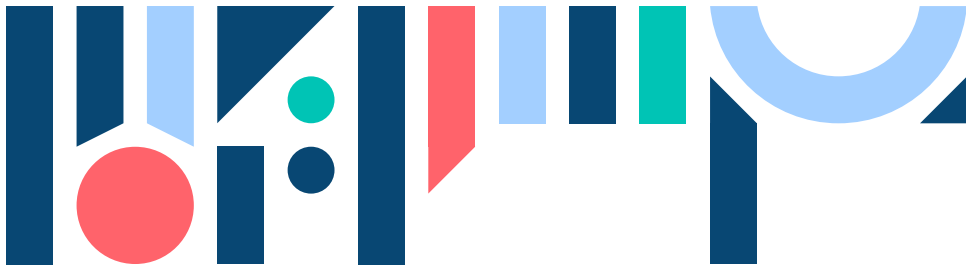
## Premium Sponsor Benefits\*

- Sponsor our Nonprofit Next annual event (150-250 attendees, keynote speaker, heavily marketed throughout the year)
- Sponsor our Annual Executive Director Breakfast (50-80 EDs attend, heavily promoted)
- Nonprofit Community Assessment event and marketing sponsor (every 3 years, promoted heavily with nonprofit members, partners, and the community, with a launch event with 150+ attendees)
- Give a gift at our Executive Director breakfast
- Give a gift at one of our 3-5 Nonprofit Board Workshops hosted annually (30-40 board members and nonprofit leaders attend each)
- Sponsor recognition at 3 of our Board Workshops
- Be on a panel or host a training or workshop (topic must be relevant and beneficial to LNA members)
- Be listed on our Annual Report (distributed both electronically and physically to our 200+ member organizations, our donors, sponsors, and community partners)

## Sponsor Benefits\*

- Introduce a topic and highlight your business/organization at an LNA program
- Have logo listed and sponsor mentioned at all of our Learning Circles (18 each year)
- Sponsor recognition at 6 of our annual LNA programs (annual leadership programs, cohort or regular training)
- 12 social media sponsor posts/year + the opportunity to create the content for 1 “dedicated sponsor” post that features you alone!
- 4 Sponsor features in our newsletter
- One Newsletter contribution that is relevant to nonprofit members

*\*Every LNA sponsor will be listed on our website, listed at the bottom of our bi-weekly newsletters, and included in our membership marketing packet that every nonprofit member or prospective member receives. And, if there is something that is not listed here and has a higher potential ROI for you, we are open to that discussion.*



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