



Lakeshore Nonprofit Alliance

Sponsorships





Our mission.

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

Our vision.

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



Annual Sponsorship **\$2,500/year**

This is the base sponsorship level for 12 months of sponsoring LNA. It includes:

- **Logo displayed and sponsorship mentioned** at all LNA programs (35-50 annually)
- **Free attendance** at Nonprofit Next and Nonprofit Community Assessment Rollout (200-250 audience size)
- **Logo featured** in bi-weekly LNA email newsletters (1,500 email list)
- **12 social media shoutouts** annually (Facebook, Instagram, and LinkedIn) plus **one dedicated post** per year
- **Logo featured:** on LNA website, in LNA Membership Packet, in Annual Report

Sponsorship Add-Ons

Add any of these options to your annual sponsorship to expand your reach:

À la Carte \$800-\$1,000*

- **Provide Training for LNA Members** in partnership with LNA
- **Sponsor-curated newsletter contribution** that highlights your expertise
- **Featured "ad space"** for your organization in email newsletters
- **Swag Giveaway** at annual event or program (Executive Director Breakfast or Nonprofit Board Training)

Event Sponsorship \$2,000-\$2,500*

- **Nonprofit Next** (200-250 audience size)
- **Nonprofit Community Assessment Rollout** every 3 years (200-250 audience size)
- **Executive Director Breakfast**

**Cost varies depending on type of event or publication. Call or email Meagan Maas to determine cost of any add-on sponsorship options.*



Ready to sponsor or have questions?

Meagan Maas

517-281-2911

meagan@lakeshorenonprofits.org

