

ASU Lodestar Center for Philanthropy & Nonprofit Innovation

2024 nonprofit compensation & benefits report

benefitting Maricopa & Pima County Organizations

sponsorship opportunities

The ASU Lodestar Center for Philanthropy and Nonprofit Innovation is seeking sponsors for an updated edition of the *Nonprofit Compensation & Benefits Report*. This report helps nonprofits make informed decisions by providing information on salaries and benefits for 50+ position titles, organized by budget size and organization type. The report is widely read and utilized by the nonprofit sector's decision-makers (executive staff and board members), as well as hundreds of organizations who employ professional staff. The IRS requires nonprofit organizations to report about the process for determining compensation and whether that process included a review of comparability data. As such, this report is a trusted source of comparability data for Arizona nonprofits.

Our research, and this report specifically, helps other nonprofit organizations do what they do better. With the support of your organization, we will be able to continue this critical work, thereby solidifying the important role the nonprofit sector serves in our society. **Since complimentary access to the report is made available to participating nonprofits, your support is required to conduct and publish this important and critical research.**

Attached you will find several sponsorship options that offer a generous amount of benefits and recognition. Sponsorships start at just \$500 and increase in benefits from there. To further discuss your sponsorship choices and opportunities, please contact the ASU Lodestar Center at 602.496.0500 or email nonprofit@asu.edu.

Key Information

- All participating nonprofit organizations receive a complimentary user license to access the report.
- When the report was last published in 2022, over 200 organizations received a copy of the report.
- The final report is over 100 pages in length and presents data on 50+ nonprofit job positions.
- This will be the ninth edition of the *Nonprofit Compensation and Benefits Report*.

Learn more at
lodestar.asu.edu/comp-report

"As the CEO of a nonprofit organization, I must be aware of current compensation and benefits for my staff. This report helps me with important decisions regarding hiring and other human resource issues."

Pam Gaber, CEO and Founder of Gabriel's Angels



nonprofit compensation & benefits 2024 report

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	premier sponsor \$10,000	platinum sponsor \$7,500	gold sponsor \$5,000	silver sponsor \$2,500	bronze sponsor \$1,000	community sponsor \$500
2024 Report [published] (release Summer 2024; digital)	full page, full-color, back cover, artwork	full page, color, inside back cover, artwork	full page, full-color, inside page, artwork	half-page, grayscale, inside page, artwork	qtr-page, grayscale, inside page, artwork	grayscale, inside page, logo
2024 Report Website (lodestar.asu.edu/comp-report)	premier logo placement, w/ link	logo included (with hyperlink)	logo included (with hyperlink)	logo included (with hyperlink)	logo included	logo included
Promotional Video (to inform the community about this initiative)	YES; up to two (2) minutes	YES; up to one (1) minute	YES; up to 30 seconds	name recognition (with logo)	name recognition	name recognition
Blog [guest blogging opportunity] (lodestar.asu.edu/blog)	YES	YES	YES	YES	YES	YES
Promotional Emails (eblasts to inform NPOs about this initiative)	custom email blast w/ logo and hyperlink	logo included (with hyperlink)	logo included (with hyperlink)	logo included (with hyperlink)	logo included	
Promotional e-Newsletter (LCNN) (lodestar.asu.edu/news)	"banner" artwork/logo (with hyperlink)	artwork/logo (with hyperlink)	artwork/logo (with hyperlink)	name recognition (with hyperlink)	name recognition	
Social Media (Facebook, LinkedIn, Twitter)	artwork/logo (with hyperlink)	artwork/logo (with hyperlink)	name recognition (with hyperlink)	name recognition (with hyperlink)	name recognition	
Company/Organization Profile ("profile" & logo included in published report)	full page, full-color, 300-350 words	half page, full-color, 150-175 words	half page, full-color, 150-175 words			
Welcoming Remarks (remarks from Pres/ED in published report)	YES; 500-550 words					

sponsorship form

sponsor information

Organization/Company Name _____

Main Contact Full Name _____

Main Contact Title _____

Address _____

City, State, ZIP _____

Phone Number _____ Email _____

sponsorship level

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| <input type="checkbox"/> \$10,000 Premier Sponsor (\$2850 FMV) | <input type="checkbox"/> \$2,500 Silver Sponsor (\$325 FMV) |
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payment options

- CHECK** Payable to ASU FOUNDATION and mail to address below.
- INVOICE** Please send me an invoice for the amount of \$ _____
- CREDIT CARD** Please charge to my credit card MasterCard VISA AmEx Discover

Account # _____ Exp. Date _____

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mail or fax signed agreement to

ASU Lodestar Center
Attn: Angela Benson
400 E. Van Buren St. Suite 900 | Mailcode 4120 | Phoenix, AZ 85004
(Fax: 602.496.0952) Phone: 602.496.0500

Please submit funds within 30 business days of submission of this form. Funds received after that date may be too late to receive certain time-sensitive benefits, such as name/logo listed on materials. All funds will be deposited with the ASU Foundation for A New American University, a separate nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits provided, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions. (30003022)

bronze sponsor

1/4 page (3.75" x 5.125")

2024 Nonprofit Compensation & Benefits Report artwork specs & sizes

The ASU Lodestar Center is not liable for inaccurate reproduction of artwork without appropriate high resolution files. All sponsorships require use of the company/organization's logo. Please provide a vector version (EPS, AI, or PDF) or a high-res JPG. Email artwork/logo to Phil.Bencomo@asu.edu.

community sponsor

1/8 page (3.75" x 2.5")
Logo Only

silver sponsor

1/2 page H (7.75" x 5.125")

gold sponsor
platinum sponsor
premier sponsor

Full page (7.75" x 10.5")