



# 2025 SPONSORSHIP OPPORTUNITIES



Contact the Resource Development Team at [donate@pillarnonprofit.ca](mailto:donate@pillarnonprofit.ca) to get involved!



## About Pillar Nonprofit Network

Pillar Nonprofit Network strengthens the impact sector to build a just and vibrant community for all. We enhance the operations of nonprofits, charities, and social enterprises through collaboration, innovation, and advocacy. By sharing knowledge and fostering connections, we champion equity and drive transformational change.

Guided by anti-racism and anti-oppression principles, we work

toward systemic change, resilience, and best practices. Focused on excellence and sustainability, we support individuals and organizations in leading with purpose. Together, we're creating a connected, inclusive society where ideas spark action and every voice matters.

**Join us in shaping a brighter tomorrow for our community.**



## Make an Impact with Your Sponsorship

Sponsoring a Pillar Nonprofit Network event or program is more than visibility—it's a chance to showcase your leadership in social impact. Our workshops and initiatives connect nonprofit leaders, social entrepreneurs, and changemakers, creating space for collaboration and innovation. Your support strengthens the nonprofit sector, fosters community impact, and aligns with your corporate values.

**Join us and be part of the change.**

## Our Reach in 2025

<b>63</b>	Innovation Works Co-tenants (Businesses, Start-ups, Entrepreneurs, Charities & Nonprofits)
<b>300</b>	Pillar Nonprofit Members (Charities, Nonprofits, Granting Agencies & Grassroots Orgs)
<b>1,100</b>	E-Newsletter for Members (25% Average Open Rate)
<b>2,615</b>	E-Newsletter for Community (24% Average Open Rate)
<b>3,000</b>	Event Participants (Based on 2024 actuals)
<b>7,100</b>	Social Media Followers (4,100 followers on Facebook, and 3,000 followers on LinkedIn)



## Elevate Your Brand While Driving Social Impact

The Pillar Impact & Learning Centre (PILC) is the only dedicated hub in Southwestern Ontario supporting nonprofits, charities, grassroots organizations, and social enterprises—key players in our economy and communities. As a sponsor, your business will connect with nonprofit decision-makers, showcase your brand, and demonstrate leadership in corporate social responsibility.

### **A Strategic Investment in Your Business & Community**

Aligning with the Pillar Impact & Learning Centre puts your brand at the heart of social innovation and economic development. Sponsorship provides:

- **Brand Visibility** – Your business featured at high-impact events, workshops, and networking sessions.
- **Community Leadership** – Show your commitment to economic and social resilience.
- **Key Connections** – Engage with nonprofit executives, board members, and social entrepreneurs.
- **Market Access** – Connect with the growing nonprofit and social enterprise sector.

### **Let's Build a Stronger London Together**

Sponsoring the Pillar Impact & Learning Centre is an investment in both your brand and the community. Let's explore how your business can make an impact.

**Contact us today to discuss customized sponsorship opportunities.**



## 2025 Pillar Events Calendar

### Board Governance

- All About Boards Spring (4 Sessions): Feb 26, Mar 12, Mar 26, Apr 2
- All About Boards Fall (4 Sessions): Sept 24, Oct 8, Oct 22, Nov 5
- Advanced All About Boards (4 Sessions): Nov 19, Dec 3, Dec 10, Dec 17

### ED/CEO Nonprofit Support Network

- Feb 11, Mar 18, Apr 15, May 20, Jun 17, Oct 21, Nov 18

### Public Policy & Advocacy

- Policy Talk Series (4 Sessions): Mar 25, Jun 24, Sept 23, Final Date TBD
  - Potential Topics: The Foundation of Nonprofit Policy Development, Building Effective Government Relations, Advocacy 101: Making your voice heard, Integrating Policy Development
- The Big Picture Event: Oct 28

### Equity & Inclusion

- Equity & Inclusion Series (4 Sessions): Apr 17, Jun 19, Sept 18, Dec 11
  - Potential Topics: Building Inclusive Workplaces, Equity-Centered Leadership Strategies, Understanding Systemic Barriers in Nonprofits, Engaging Equity-Deserving Communities

### Pathways to Impact

- Fundraising Essentials Series (4 Sessions): Dates TBD
  - Potential Topics: Fundraising Foundations: Understanding the Basics, Strategic Fundraising: Crafting a Plan for Success, Building Relationships: The Heart of Fundraising, Grant Writing 101
- Youth Engagement, Policy & Advocacy: April (Date TBD)

# Sponsor a Specific Workshop Series or Session!

## PRINCIPAL SERIES SPONSOR (\$2,000 for 4 sessions)

\*\$3,500 FOR THE ED/CEO NONPROFIT SUPPORT NETWORK (7 sessions)

### Sponsor Benefits:

- Opportunity to place one (1) Mid-Way Banner Ad in both Pillar E-Newsletters (*value \$450*)
- Exclusive Event Access & Speaking Opportunity: A company representative can attend each session in the Series and introduce speakers
- Recognition in Event-Specific Communications:
  - E-newsletters (approx. 4-8 emails with distribution to over 4,100 and avg. open rate of 25%),
  - Pillar's professional development emails (approx. 4 emails each year with a distribution of over 2,700 and avg. open rate of 30%), and
  - Social media posts (approx. 4-8 posts to 4,100 followers on Facebook, and 3,000 followers on LinkedIn)
  - Logo with link to company website on Pillar event specific webpages
- Listing in Pillar Nonprofit Network's Annual Impact Report

## INDIVIDUAL SESSION SPONSOR (\$500)

Target your sponsorship to a specific session and directly engage with nonprofit leaders and participants.

### Sponsor Benefits:

- Exclusive Event Access & Speaking Opportunity: A company representative can attend the session and deliver closing remarks
- Recognition in Event-Specific Communications:
  - E-newsletters (approx. 2-3 emails with distribution to over 4,100 and avg. open rate of 25%),
  - Pillar's professional development emails (approx. 2 emails each year with a distribution of over 2,700 and avg. open rate of 30%), and
  - Social media posts (approx. 2-3 posts to 4,100 followers on Facebook, and 3,000 followers on LinkedIn)
  - Logo with link to company website on Pillar event specific webpages
- Listing in Pillar Nonprofit Network's Annual Impact Report