Corporate Philanthropy Institute and Powered by EF:

SPONSORSHIP OPPORTUNITIES

For the first time, Northern California Grantmakers and Silicon Valley Community Foundation will co-host a conference on corporate citizenship for the corporate social responsibility professionals’ community. The Corporate Philanthropy Institute, a day-long annual conference, brings together leading corporate social responsibility and philanthropy practitioners to share best practices, and learn the latest trends in the field from expert panelists and speakers.

Following the conference, Entrepreneurs’ Foundation of SVCF will host the 15th Annual Powered by EF event, a special reception that recognizes and salutes outstanding practitioners and companies in corporate citizenship.

Together, the events will combine for a full day of learning and celebration centered on elevating corporate responsibility and community impact across the world. To make this day possible, the host organizations seek support from key leaders in the corporate community who believe in this important work. The following pages contain more information about sponsorship levels and the corresponding benefits.
Corporate Philanthropy Institute, Oracle Conference Center, Redwood City, CA
A paradigm shift is occurring. The conference will examine changing expectations of corporate
citizenship, strategic local and global philanthropic programs, addressing business challenges
through social responsibility efforts, creating corporate collaboratives and assessing the impact
of social investments.

Corporate responsibility and philanthropy are no longer seen as optional for successful
companies or executives. Investors, consumers and employees, especially millennials, now
expect all companies and their leaders - regardless of their size or age - to have societal impact
and to apply their business acumen when doing so. At the same time, practitioners are facing
increased pressure to develop innovative strategies, expand to global markets and
demonstrate real-time results. The Corporate Philanthropy Institute will prepare professionals
working in corporate citizenship and philanthropy to meet these changing expectations as well
as anticipate future demands.

15th Annual Powered by EF, Sofitel, Redwood City, CA
Following CPI, Powered by EF will bring together more than 200 leaders in the corporate
citizenship community to celebrate successes of the past year. Included in the audience will be
corporate community relations professionals, entrepreneurs, venture capitalists, professional
service providers and social entrepreneurs. This year, we will honor four companies and
individuals for their effective work in corporate responsibility. This year’s award categories include
the following:

• **Company of the Year**: Given to a company that, through its activities and partnerships
during the previous calendar year, clearly demonstrates its commitment to corporate
social responsibility programs as part of its core business values.

• **CEO of the Year**: Given to a chief executive officer who demonstrates superior
commitment to philanthropy, from his/her personal commitment to charity to
demonstration of leadership in his/her company’s corporate responsibility programs.

• **Practitioner of the Year**: Given to an individual who provides a gold-standard example for
his/her efforts in corporate philanthropy and/or corporate responsibility. This is a
prestigious award that gives the CSR community the chance to recognize and celebrate
the work of a leading colleague, peer or client in the field of corporate responsibility.

• **Partnership of the Year**: Given to a company that has established a strong and
multifaceted community partnership with a U.S. or international non-governmental
organization.

**SPONSORSHIP OPPORTUNITIES**
We invite you to join us as a sponsor for both CPI and Powered by EF or for one individual event.
Sponsorship provides an opportunity to demonstrate your commitment to corporate responsibility
and community impact across the world.

**SPONSORSHIP LEVELS**

- **Presenting Sponsor** - $30,000*
- **Pioneer Sponsor** - $15,000
- **Catalyst Sponsor** - $7,500
- **Community Sponsor** - $2,500

* This is an exclusive category and only available to one sponsor.
SPONSORSHIP BENEFITS

**Presenting Sponsor - $30,000 (only one Presenting Sponsor)**
- All benefits at the Pioneer Sponsor Level for CPI and Powered by EF
  - Upgrade to complimentary CPI conference admittance for up to 10 guests
  - Upgrade to complimentary Powered by EF VIP admittance and two tables for up to 20 guests
- Top billing as presenting sponsor of both events
- Full screen advertisement as presenting sponsor of event in slideshow presentation
- Opportunity to co-announce Company of the Year Award at Powered by EF

**Pioneer Sponsorships**
- **CPI - Pioneer Sponsor - $15,000**
  - All benefits at the Catalyst Sponsor Level – CPI
  - Upgrade to complimentary CPI conference admittance for up to five guests
  - Opportunity to introduce one speaker or session in front of all conference attendees
- **Powered by EF - Pioneer Sponsor - $15,000**
  - All benefits at the Catalyst Sponsor Level – Powered by EF
  - Opportunity to announce one award winner at reception
  - Upgrade Table Sponsorship to VIP

**Catalyst Sponsorships**
- **CPI - Catalyst Sponsorship - $7,500**
  - All benefits at the Community Sponsor Level – CPI
  - Upgrade to complimentary CPI conference admittance for up to two guests
  - Special verbal acknowledgment during conference opening remarks
  - Opportunity to be breakout sponsor for a session of choice (additional logo recognition on breakout signage and conference materials)
  - Recognition as sponsor in post-conference communications
- **Powered by EF - Catalyst Sponsorship - $7,500**
  - All benefits at the Community Sponsor Level – Powered by EF
  - Special verbal acknowledgment during awards program
  - Recognition as sponsor in post-event press release

**Community Sponsorships**
- **CPI - Community Sponsorship - $2,500**
  - Complimentary CPI conference admittance for one guest
  - Logo recognition on NCG and SVCF webpages dedicated to event
  - Logo recognition on conference materials
  - Logo recognition in event presentation
- **Powered By EF - Community Sponsorship - $2,500**
  - Company-sponsored table and admittance for 10 at Powered by EF
  - Logo recognition on EF website
  - Logo recognition on event program
  - Logo recognition in event presentation

**Powered by EF Table Sponsor - $1,000**
- Company-sponsored table and admittance for 10 at Powered by EF

*Note: Sponsorships may be payable through your corporate advised fund at SVCF.*
## SUMMARY OF BENEFITS

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<th>Benefit</th>
<th>Presenting Sponsor</th>
<th><strong>Pioneer Sponsor</strong> $15,000</th>
<th><strong>Catalyst Sponsor</strong> $7,500</th>
<th><strong>Community Sponsor</strong> $2,500</th>
<th><strong>Powered by EF Table Sponsor</strong> $1,000</th>
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<td>Complimentary # of Powered by EF guests</td>
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HOW TO BECOME A SPONSOR

To participate as a sponsor or for additional information contact Dory Gannes: dgannes@siliconvalleycf.org.

Sponsorship Commitment Deadline: Monday, September 8, 2014
Sponsorship Materials Deadline: Friday, September 12, 2014

ncg.org/csr

About Northern California Grantmakers

Northern California Grantmakers (NCG) is an association of foundations, corporate contributions programs and other private and public grantmakers. NCG was started in 1965 to exchange ideas, improve cooperation among foundations, and increase their knowledge of community problems. Since its founding, the organization has grown to include over 150 grantmaking organizations and individuals, with combined grantmaking of more than $3 billion annually. Today the work of NCG continues to emphasize the sharing of ideas but increasingly is focused on meeting the professional development needs of members; nurturing collaborative philanthropy across issues and geography; and providing tailored services that address the unique needs of philanthropy.

About Silicon Valley Community Foundation

Silicon Valley Community Foundation makes all forms of philanthropy more powerful. We serve as a catalyst and leader for innovative solutions to our region's most challenging problems, and our donors award more money to charities than any other community foundation in the United States. SVCF has more than $4.7 billion in assets under management. As Silicon Valley's center of philanthropy, we provide thousands of individuals, families and corporations with simple and effective ways to give locally and around the world. Find out more at siliconvalleycf.org.

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