



# BRI 2025

## Healing the Healers

### Sponsorship Guide



**July 20-24**  
**Unicoi State Park**  
**Helen, Georgia**

The Blue Ridge Institute (BRI) exists to provide growth, connection, and renewal for community service leaders. BRI is the country's oldest professional development organization for leaders providing critical oversight to organizations tackling our nation's most challenging issues. Founded in 1927, our vision is a thriving national network of transformative leaders driving equitable social change.

For nearly 100 years, Ridgers have met in the summer to find camaraderie, high-level professional development, and networking to sustain their work throughout the year. Times change and leadership development transforms with these times. BRI seeks to remain relevant in its education to our leaders while living into the consistency of the strength of our network. Hear from one of our Ridgers since 2017:

*"I get tremendous value from the conference programming, the extensive networking, and the BRI support about key organizational issues. BRI helps me be a better leader and a better person. I am thankful every day for BRI. As it grows, I'm excited to see how it supports more non-profit leaders." ~ Rich LaPratt, 211 Metro Chicago Executive Director*

This year's conference title is **"Healing the Healers."** While the intensity of the pandemic years has subsided, the aftereffects and consequences of those years remain. Our conference will seek to help us answer how we can be most effective in fulfilling our mission while recognizing the impact of shared trauma on both our service recipients and staff. This is no time to let up on our critical work in our communities. But we need tools to make it possible and more importantly, sustainable.

The Board and I invite you to join us in this mission by committing as a sponsor for our July 2025 Conference at Unicoi State Park in Helen, GA. The following pages share more about BRI and the benefits of sponsorship.

We eagerly await conversation with you about this opportunity.

Thank you for your consideration,

Carrie Gerard



**Carrie Gerard**  
**BRI President**  
**2024-2025**

# Sponsorship Opportunities

To sponsor, visit [www.blueridgeleaders.org/sponsor](http://www.blueridgeleaders.org/sponsor). For more information, contact BRI Executive Director Allison Gant at [info@blueridgeleaders.org](mailto:info@blueridgeleaders.org) or 336-269-9577. Personalized sponsorships are available. For sponsorships that include a display table at BRI, tables will be located in the hallway outside of the main gathering space this year, with specific times for attendees to visit with you on Sunday 7/21 and Monday 7/22. As part of our unique approach, we encourage you to engage with BRI members throughout the conference by participating in the week's gatherings and activities.

## Mountain Sponsor - \$7,500+

- Full conference registration for one company representative
- One promotional email out to conference attendees
- Name or logo on conference promotional materials
- Distribution of promotional items in attendee packets
- 10-minute speaking opportunity, live or video
- Podium recognition during conference
- Display table at conference
- Logo on digital display during conference
- Name or logo listed in BRI member e-newsletter
- Front cover recognition and full-page advertisement in printed program book
- Logo on website with link to sponsor website

## Formation Sponsor - \$5,000

- One promotional email out to conference attendees
- Name or logo on conference promotional materials
- Distribution of two (2) promotional items in attendee packets
- 7-minute speaking opportunity, live or video
- Podium recognition during conference
- Display table at conference
- Logo on digital display during conference
- Name or logo listed in BRI member e-newsletter
- Half-page advertisement in printed program book
- Logo on website with link to sponsor website

## Boulder Sponsor - \$2,500

- Name or logo on conference promotional materials
- Distribution of one (1) promotional item in attendee packets
- 5-minute speaking opportunity, live or video
- Podium recognition during conference
- Display table at conference
- Logo on digital display during conference
- Name or logo listed in BRI member e-newsletter
- Quarter-page advertisement in printed program book
- Logo on website with link to sponsor website

## Stone Sponsor - \$1,000

- 3-minute speaking opportunity, live or video
- Podium recognition during conference
- Display table at conference
- Logo on digital display during conference
- Name or logo listed in BRI member e-newsletter
- Business card advertisement in printed program book
- Logo on website with link to sponsor website

## Rock Sponsor - \$500

- Logo on digital display during conference
- Name or logo listed in BRI member e-newsletter
- Listed in printed program book
- Logo on website

## Pebble Sponsor - \$250

- Listed in BRI member e-newsletter
- Listed in printed program book
- Listed on website

### Available Event Sponsorships

- President's Ball Sponsor - \$5,000
- Happy Hour Sponsor - \$1,500
- Talent Show Sponsor - \$1,500
- Welcome Dinner Sponsor - \$1,500

Contact Allison Gant for details!





# BRI Member Demographics

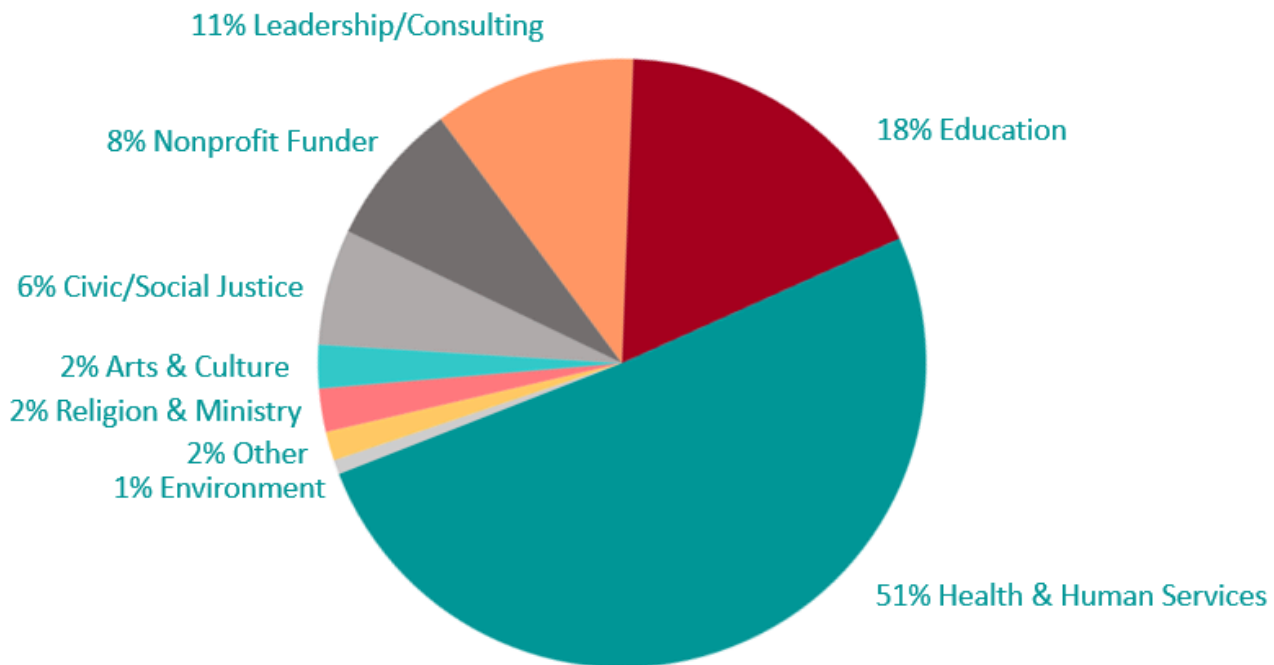
Sponsoring BRI opens the door to an audience who is committed to doing good work, with over 30% returning to BRI for their 11th year or more. Your company has the opportunity to increase your brand awareness, meet with attendees, and promote your products and services. BRI members represent organizations ranging from one staff member to 500 and budgets from less than \$500,000 to over \$20 million. They are passionate, driven, and want to partner with companies that will help them best serve their communities. Take this opportunity to sponsor BRI and support our nonprofit leaders driving equitable social change.



## Audience

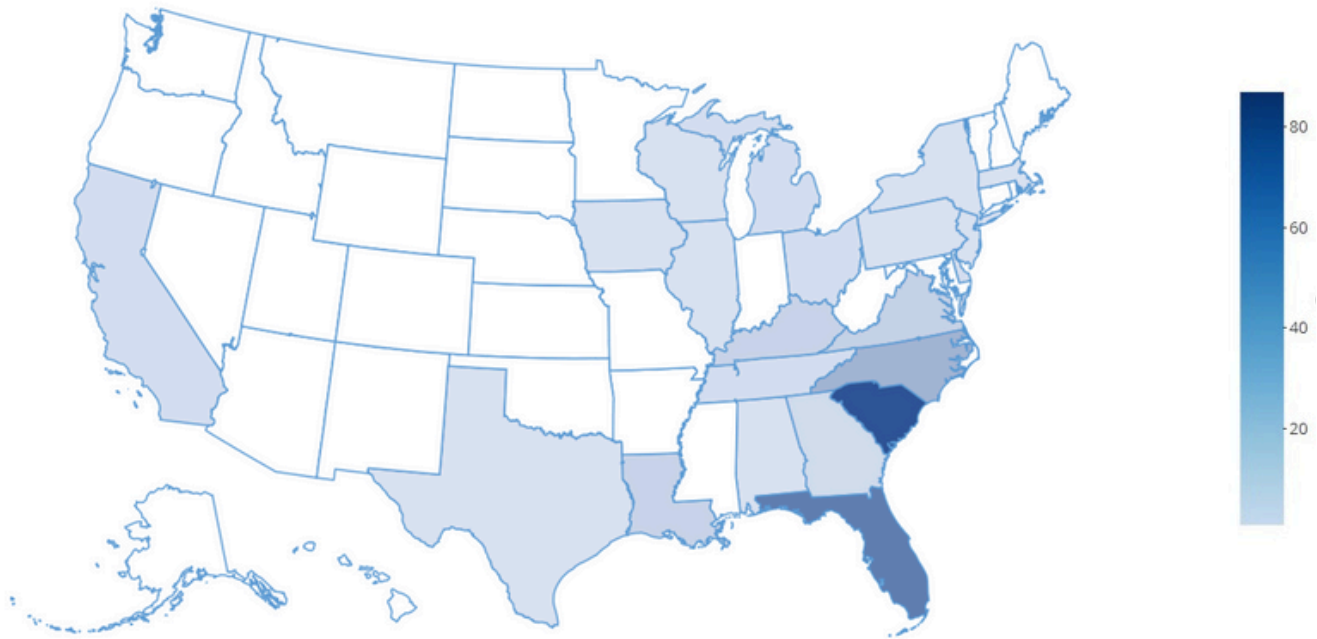
57% Female	3% Ages 30-39
39% Male	29% Ages 40-49
4% Not Reported	41% Ages 50-59
	17% Ages 60-69
	10% Age 70+

## Organization Focus





## Geographical Areas Represented at BRI



## Attendee Testimonials

“I have been looking for an annual conference that is not the same or redundant from year to year. Surrounding myself with industry leaders and forward thinkers was so rewarding and refreshing as a conference participant.”

“Getting the opportunity to Learn, Lead and Renew really provides motivation to continue to be a leader in your profession. One word- Awesomeness!!!!”

“This week gave me the energy and perspective I needed to deepen my soul.”

“I get tremendous value from the conference programming, the extensive networking, and the BRI support about key organizational issues. BRI helps me be a better leader and a better person.”

“I was thrilled to be part of this conference opportunity to learn from others and be fully present among dynamic, genuine, and authentic leadership!”

To learn more about BRI, visit [www.blueridgeleaders.org](http://www.blueridgeleaders.org).



# Why sponsor the Blue Ridge Institute?

Beyond the unique opportunity to align with a prestigious and impactful community service organization, sponsoring BRI offers:

**Community Impact and Legacy:** BRI, established in 1927, has a long-standing legacy in fostering community leadership. Sponsoring the annual conference contributes directly to the development and support of community service leaders who drive meaningful change. This association positions sponsors as contributors to a significant and lasting community impact.

**Brand Visibility and Recognition:** BRI gathers a wide range of professionals, volunteers, and community leaders, offering sponsors high visibility among key demographics. Your brand will be associated with values such as leadership development, community service, and philanthropy, enhancing your organization's public image and recognition.

**Networking Opportunities:** BRI provides a platform for sponsors to network with community leaders, nonprofit professionals, and other sponsors and partners. This creates opportunities for building valuable connections, partnerships, and collaborations that can be beneficial for business and community engagement strategies.

**Targeted Marketing:** Sponsoring BRI enables targeted marketing to a concentrated audience interested in community service and leadership. This can be particularly effective for businesses and individuals seeking to establish or strengthen their presence in the nonprofit and community development sectors.

**Supporting Diversity and Inclusion:** Your sponsorship will also support BRI's commitment to diversity, equity, inclusion, and accessibility (DEIA), aligning your brand with these crucial values.

**Educational Impact:** By sponsoring BRI, you contribute to the professional development and education of nonprofit leaders. This aligns your brand with lifelong learning and leadership excellence, crucial in today's dynamic environment.

**Access to Community Service Insights:** Sponsors often gain access to the latest trends, research, and insights in community service and nonprofit management presented at BRI. This information can be invaluable for guiding corporate social responsibility strategies and community engagement practices.

**Employee Engagement and Morale:** Supporting a noble cause like BRI's mission can boost employee morale and engagement within your organization. Employees take pride in their company's involvement in community-focused initiatives, which can enhance internal company culture.

**Tax Benefits:** Sponsorship contributions may be tax-deductible, providing your organization financial benefits.

**Customized Sponsorship Opportunities:** BRI offers tailored sponsorship packages to meet the specific marketing, CSR, or philanthropic goals of your organization, ensuring that your sponsorship aligns perfectly with your strategic objectives.

**We believe sponsoring BRI is not just a marketing opportunity, but an investment in community leadership, social responsibility, and the collective effort to drive positive change in society.**

