

2025



Sponsorship Opportunities



Let's lead the way—together.

Dear Friends, Partners, and Supporters,

We invite you to be part of a truly impactful year ahead for the Technology Association of Grantmakers (TAG).

A powerful learning community of professionals, TAG is dedicated to advancing philanthropy's impact by leveraging technology effectively, equitably, and innovatively. With our members, we **connect**, **educate**, and **lead**, ensuring that the philanthropic sector harnesses technology to scale and deliver on its bold ambitions.

Our work is guided by a commitment to empowering our members and the broader sector with the tools, knowledge, and connections needed to make transformative change. Your investment supports this vital mission and ensures the long-term impact of the TAG community.

In preparation for TAG's 20th anniversary in 2026, we are charting a bold path forward. We envision a future brimming with potential, where technology is a strategic enabler of philanthropy's boldest goals.

Your investment in TAG is an investment in the future of philanthropy.

Join us.

We can empower the sector to maximize its collective impact through transformative, human-centered technology.

Let's lead the way—together.



Jean Westrick
Executive Director



We are the voice of technology in global philanthropy.

The Technology Association of Grantmakers (TAG) cultivates the strategic, equitable, and innovative use of technology in philanthropy. Our work builds knowledge, strengthens networks, and advances the social sector.



400+

Organizations

8

Countries

2,500+

Members

Why Support TAG?

Your support ensures TAG has the resources to continue its critical work and expand its reach, impact, and innovation. Together, we can build a stronger, more effective philanthropic sector through technology.

Connect.

TAG connects a vibrant community of experts who generously share best practices, innovative ideas, and actionable strategies to transform philanthropic operations and outcomes.



By supporting TAG, you are supporting one of the most influential and impactful learning communities in philanthropy

Learn.

TAG's core programs, learning exchanges, and skills development opportunities, equip philanthropy tech leaders with invaluable knowledge and insights.



Your support directly fuels these capacity-building efforts, helping to cultivate a more effective and equitable sector.

Lead.

TAG is actively driving sector-wide action through its original research, resources on AI adoption, and collaboration with partners on shaping the future of philanthropy tech.

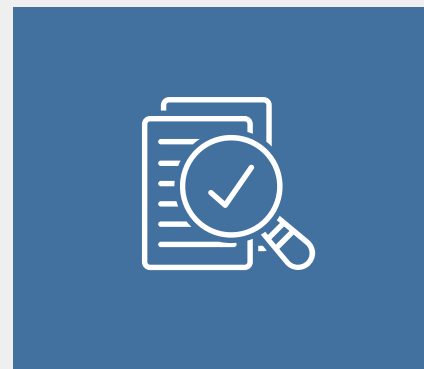
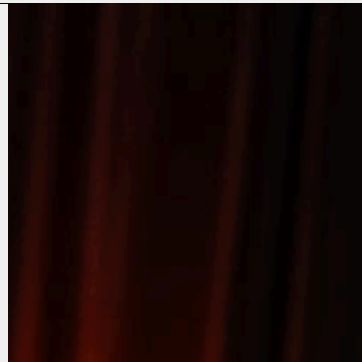


Your investment in TAG, is an investment in cutting-edge solutions that elevate the entire field.

Sponsorship At-a-Glance

This year, we have numerous sponsorship bundles to support our learning community and mission broadly, as well as our major events, including TAG2025 in Atlanta, and numerous deep-dive summits.

- **Mission Supporters (pg 6)**
 - Three levels of wraparound support for committed partners.
- **Philanthropy Tech Summits (pg 8)**
 - Focused, one-day convening opportunities.
- **TAG2025 Conference (pg 9)**
 - An authentic networking experience for everyone.



Mission Supporters

Sponsors show their commitment to transforming philanthropy through the power of technology by supporting our mission more broadly.

This prestigious level of sponsorship enables us to deliver our core programs, support learning cohorts, provide bespoke networking, and underwrites original research to advance philanthropy tech, such as:

- Annual Learning Series and Learning Cohorts
- Member Networking Events
- Emerging Leaders Initiative
- Inclusion by Design (formerly Equity Essentials)
- TAG2025 in Atlanta
- Original Research

Catalyst (3 available)

\$100,000+

Benefits:

- Designation as a "Catalyst Sponsor" across all virtual learning events and select reports for the 2025 program year.
- Prominent logo placement on TAG's website, newsletters, and program media throughout 2025.
- Seven (7) complimentary registrations for major TAG events, including special summits.
- Custom opportunities for engagement (workshops, webinars, meet-ups).
- Exclusive VIP networking with TAG Board Members and key stakeholders.
- TAG2025 Platinum-Level Conference Package (see page 10).
- Full-page advertisement in the conference notebook.
- Priority branding in digital communications, such as LinkedIn and email campaigns.
- One dedicated "sponsor spotlight" email to members.

Champion (2 available)**\$50,000+****Benefits:**

- Designation as a "Champion Sponsor" across all virtual learning events and select reports for the 2025 program year.
- Logo placement on TAG's website, newsletters, and event signage throughout 2025.
- Five (5) complimentary registrations for major events, including special summits.
- Custom opportunities for engagement (e.g., workshops, webinars).
- Invitation to select networking opportunities with TAG leadership.
- TAG2025 Gold-Level Conference Package (see page 10).
- A 15-minute speaking opportunity during a sponsored webinar or special summit.
- Half-page advertisements in the conference brochure.
- Branding/mention in digital communications, including LinkedIn and email campaigns throughout 2025.

Contributor (1 available)~~**\$25,000**~~**SOLD OUT****Benefits:**

- ~~Designation as a "Contributing Sponsor" across all virtual learning events and select reports for the 2025 program year.~~
- ~~Logo included on TAG's website and event programs.~~
- ~~Three (3) complimentary registrations for major events, including special summits.~~
- ~~Recognition in general sponsor acknowledgment segments during events.~~
- ~~TAG2025 Silver-Level Conference Package (see page 10).~~
- ~~Quarter-page advertisement in the in the conference brochure.~~

Philanthropy Tech Summits

Plans are underway to develop three, one-day summits with our partners in 2025:

- **Responsible AI Adoption in Philanthropy**

- With the Council on Michigan Foundations (CMF), TAG will host a one-day summit with practical sessions on using AI, with interactive examples and resources for continued learning. Scheduled for May 20, 2025 in Detroit, MI.

- **Managing Risk and Security in an Era of Uncertainty**

- Attendees will hear from leading security experts, learn best practices, create response strategies, and leverage tools to manage risk and enhance safety for grantmakers and their nonprofits. *Presenting partner(s), date (2026), and location not yet confirmed.*

- **Building a Data Culture for Greater Impact**

- Attendees will collaborate to advance their institutional data strategies, learn best practices, and leverage tools to advance learning and insights, measure organizational and grantee impact, turn data into visual storytelling, and more. *Presenting partner(s), date (2026), and location not yet confirmed.*

Summit Supporters

\$5,000 (per summit)

Benefits:

- Logo included on TAG's website, event page, and event media.
- Two (2) complimentary registrations.
- Speaking or presenter opportunities during the event.
- Acknowledgment in one dedicated email communication to members.

TAG2025 Atlanta

The annual TAG conference attracts over 500 IT executives, staff, and decision-makers from grantmaking organizations in North America and beyond. Known as an intimate collegial environment for networking and learning, the annual TAG conference is the premiere way to cultivate new and existing relationships with technology leaders. Below is an overview of sponsorship packages with pricing.

Level	#	Investment	Booth Location	Speaking Opportunity	Logo Placement	Complimentary Branding	Pre/Post Event Webinar
Presenting Sponsors	3	\$50,000	Premier	Main Stage/Keynote	All Channels	Yes	Yes
Platinum	4	\$25,000	Premier	High Visibility Session	Silver + Print	Yes	Yes
Gold	6	\$15,000	Premier	Included	Silver + Print	Yes	No
Silver	8	\$10,000	Standard	Included	Web, Social, Main Stage	Yes	No
Exhibitor	14	\$5,000	Standard	N/A	Name Listed	No	No

Additional Information

- **Clear Visibility Tiers:** We've clarified recognition and placement so you know exactly where your brand will appear and what exposure you'll gain.
- **Defined Speaking Benefits:** All sponsors receive speaking opportunities, with Platinum and Presenting sponsors prioritized for higher visibility formats.
- **Premier Placement:** Gold, Platinum, and Presenting sponsors enjoy high-traffic booth locations to maximize face-time with attendees.
- **Additional Customization:** Sponsors can underwrite keynotes, activities, networking events, or scholarships. (See TAG2025 "À la Carte")
- **Year-Round Impact:** Sponsorship isn't just for November. Your logo and leadership will be featured in pre- and post-event communications.

Note that the number available (#) is inclusive of the Mission Sponsors packages.

TAG2025 “À la Carte” Options

Interested organizations are welcome to select an additional opportunity to maximize impact and showcase branding in high-traffic areas. Connect with and create memorable experiences for attendees by purchasing one of the following options:

\$10,000 Option

- Tuesday Breakfast Plenary Session – Includes recognition as the sponsor of the dynamic, inspiring keynote that will set the tone for the day.

\$7,500 Options

- Monday Night Executive Dinner – Sole sponsor of this intimate dinner of executive staff at private, family, corporate or community foundations. This dinner is a unique opportunity to connect with executives in a relaxed environment. *Only grantmaking organizations can purchase this option.*
- Tuesday Lightning Talks - Lightning Talks are the heart and soul of the TAG conference. Designed to give TAG members the platform to share their personal stories, reflections, and ideas under the bright lights of the main stage. *A fan favorite!*
- Mobile App Sponsor – Be recognized as the sponsor of the conference mobile app with a featured banner with your logo on the app.
- Monday OR Tuesday Afternoon Refreshment Break – Recognition as the sponsor of our Atlanta themed refreshment breaks on Monday or Tuesday.

\$5,000 Option

- Headshot Station – Be recognized as the sponsor of the headshot station featured both afternoons at the conference. A great opportunity to network with attendees as they wait to take their shot. *A fan favorite!*
- ~~Monday Dine Around – Sponsor and attend one of the Monday dine arounds at a popular Colony Square restaurant with private space. A great opportunity to network with conference attendees in a more intimate setting. As the sponsor you host and can do introductions and facilitate a quick icebreaker to kickoff the dinner.~~

\$3,500 Option

- ~~Open Lounge with Espresso Bar – An open space on Monday and Tuesday for attendees to take a break and refuel between sessions. This sponsorship includes your logo on the coffee sleeves served with each espresso drink.~~
- TAG Art Activity – An Atlanta inspired art activity where attendees can create a personalized take away.
- “TAG After Dark” at Jojos Beloved Cocktail Lounge – This hidden venue nestled in a secluded interior of Colony Squares has a ‘70s vibe with a retro dance floor, disco ball, and classic cocktails from the era. Attendees are invited to sip a drink after their Dine Arounds.
- ~~TAG Board Room – Sponsor the TAG Board office which provides space and refreshments for board members throughout the conference.~~

\$1,000 Options

- TAG Wellness Activity (three available; select one) – Yoga, Walking Group, Sound Bath
- Live Music Breakfast – Local musician that will play during the networking breakfast.

“À la Carte” options are available on a first come, first served basis. Priority will be given to current TAG members and sponsors.



Thank you to our 2024 supporters!

TAG Institutional Members

Special thanks to the following members, who have invested in building the field and stewarding long-range initiatives to harness the power of technology to transform philanthropy and create greater impact:

BILL & MELINDA
GATES foundation

MacArthur
Foundation

SURDNA
FOUNDATION

WILLIAM + FLORA
Hewlett
Foundation

W.K.
KELLOGG
FOUNDATION

TAG Sector Stewards

Thank you to the following members who have invested in TAG's programming to build the capacity of the philanthropic sector:

CONRAD N.
Hilton
FOUNDATION

Mellon
Foundation

BEZOS
EARTH
FUND

AV Arnold
Ventures



CHARLES STEWART
MOTT FOUNDATION®

DORIS DUKE
CHARITABLE FOUNDATION

THE DUKE ENDOWMENT

FORD
FOUNDATION

THE JPB
FOUNDATION

Robert Wood Johnson Foundation

SVCF

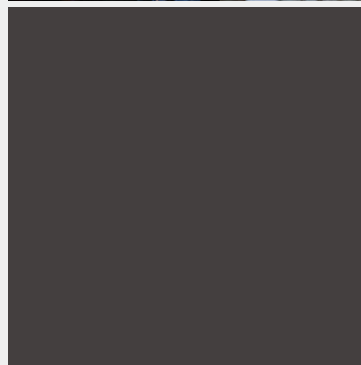
The ROCKEFELLER
FOUNDATION

Wallace

Wellspring
Philanthropic Fund

Program Sponsors

Special thanks to the following sponsors and funders who provided critical resources for key programs and initiatives in 2024: *Annenberg Foundation, Blackbaud, Dupont Circle Solutions, Esri, Fluxx, Foundation Source, Foundant, GivingData, ImagineCRM, Submittable, and Temelio.*



About TAG

The Technology Association of Grantmakers (TAG) is a 501(c)(3) non-profit membership organization that promotes the power of technology to advance the goals of the philanthropic sector.

Interested in learning more about TAG? Want to support our mission?
Contact us at info@tagtech.org



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www.tagtech.org



www.linkedin.com/company/technologyassociationofgrantmakers/