



**UPSWELL**  
**LA2018**

# HELP TO POWER CHANGEMAKING

Sponsorship Opportunities  
for Upswell Los Angeles

November 14-16, 2018

InterContinental  
Los Angeles Downtown

[upswell.org](http://upswell.org)

# ABOUT UPSWELL

Upswell is an annual three-day-long gathering of changemakers sponsored by Independent Sector (IS). It builds upon nearly four decades of Independent Sector conferences—but with several important changes designed to attract a larger, more diverse community from ALL sectors of society, including charities, grant-making organizations, business, government, and concerned individuals with no formal affiliations. The new brand—Upswell—is indicative of the gathering’s focus on innovative change work and not on one particular organization.

Each annual gathering will make use of the experience, resources, leadership, and cultures of the communities in which they take place and will include the host city’s name in the conference title (Upswell Los Angeles in 2018, Upswell Chicago in 2019, etc.).

Upswell is also a series of seven (7) community meetings and workshops that are taking place throughout the course of the year across the country at which changemakers will develop connections, identify concerns, leverage opportunities, and share solutions. These will help to determine the content and focus of the upcoming three-day-long conference. These meetings and workshops are collectively known as Upswell Labs.



Upswell LA will be comprised of many moving parts and countless opportunities for changemakers to share ideas, develop and refine solutions to challenges, and connect with allies. Much of the activity will take place at the host hotel, but special events, tours, and community meals will allow conference attendees to explore the many communities that make up Los Angeles. Included among the many activities at Upswell LA will be:

### **PUBLIC SQUARE**

As is true for many vibrant communities, the Public Square will be the hub around which all activity at Upswell will revolve. One part street festival, one part TEDx event, and one part science fair, the Upswell Public Square's information booths and exhibit space, informal gathering spaces, and presentation stages will provide a range of opportunities and venues where organizations and individuals can discuss critical social issues, share solutions, and exchange ideas.

### **LA INSIDE & OUT**

You can't truly understand a community just by talking about it. Nor can you appreciate the genius of the solutions they have developed until you see them in action. A series of group tours will explore how local organizations and communities have solved problems in ways that make use of local resources and honor the gifts and cultures of their communities.

### **MAIN STAGE TALKS**

The goal of Upswell is to spur changemaking action. So, rather than presenting a short roster of speakers during banquet-style plenary sessions, Upswell's Main Stage Talks will feature high-caliber, fast-paced, and practical advice from some of the foremost thinkers in the social good space to engage our minds, strengthen our resolve, and empower us to act!

### **WORKSHOPS**

Upswell's slate of interactive workshops will dig down into a range of daunting challenges to help changemakers understand their many complexities. The workshops will also help us hone critical new skills to meet these challenges. Led by on-the-frontlines leaders and top-tier experts and thought leaders, these workshops will dive deep where traditional conference sessions can barely scratch the surface.

### **COMMUNITY DINNERS**

Some of the most meaningful human connections are forged over a meal. A series of group dinners will provide opportunities for changemakers to break bread in communities throughout LA to experience diverse cultures and cuisines, learn from local community leaders, develop new friendships and connections, and nourish their hearts, minds, and bodies.

# SPONSORSHIP OPPORTUNITIES

We are pleased to offer a range of sponsorship opportunities for Upswell Los Angeles. Because Upswell is happening throughout the year, we are able to offer a menu of opportunities for visibility and impact, giving sponsors opportunities to achieve their specific goals for:

- Duration of support and visibility
- Specific geographic area served
- Type of activity or event
- Visibility at the Upswell gathering in Los Angeles

Sponsorships can:

- Provide general support for the three-day gathering of changemakers;
- Support specific elements and events that will take place during the three-day gathering;
- Support Upswell Labs, the community meetings and workshops that take place during the year;
- Support this whole year-round movement, designed to engage changemakers from all sectors and all corners of the nation.

Rather than offering a *prix fixe* menu of sponsorship packages with pre-determined benefits, the Upswell team looks forward to working with you to craft a benefits package that meets your needs for connection and visibility, matches your program and issue interests, and is within your budget.

Please contact us and together we can build a customized sponsorship package from the full list of visibility opportunities on the following page.

## For sponsorship opportunities

To discuss sponsorship opportunities and to design your own benefits package, please contact:

Barry Goodinson  
Vice President, Development  
Independent Sector  
barryg@independentsector.org  
202-467-6130

## For exhibit space

If you are specifically interested in exhibit space in the Upswell Public Square, rather than a sponsorship opportunity, please contact:

Liz Culkin  
Director, Conference and  
Event Management  
Independent Sector  
lizc@independentsector.org  
202-467-6107

**NAMING OPPORTUNITIES**

**Exclusive**

- Issue content areas:
  - Public Policy & Advocacy
  - Racial Equity
  - Human-Centered Design
  - Data-Driven Decision Making
- Public Square
- Hotel roof VIP Event
- Awards Dinner
- Friday Fellows Event
- Conference App

**Multiple**

- Main Stage Talk
- Los Angeles Inside & Out tour
- Community lunch
- Conference coffee break
- Expert-led workshop
- Issue-specific prototyping session
- Community-based dinner

**ADDITIONAL BRANDING OPPORTUNITIES**

**Multiple Available**

- Logo on the conference lanyard
- Logo on the conference tote bag
- Logo on signage
- Logo on the conference website
- Name listed on signage

**PROGRAM OPPORTUNITIES**

**Multiple Available**

- Hosted break-out session
- Exhibit space in the Public Square
- Upswell Labs

**DONORS WILL BE ACKNOWLEDGED AS:**

**Transformers**

\$200,000+

**Accelerators**

\$100,000–\$199,000

**Catalyzers**

\$50,000–\$99,000

**Movers**

\$25,000–\$49,999





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