



SHAPING YOUR ORGANIZATION'S FUTURE

# 2026 Sponsorship Opportunities

The Bridge to Integrated Marketing  
& Fundraising Conference

Gaylord National Hotel & Convention Center  
National Harbor, MD | July 29-31, 2026

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

PRESENTED IN PARTNERSHIP BY:



# Think Bigger. Act Bolder. Lead With Purpose.



---

The 21st Bridge to Integrated Marketing & Fundraising Conference merges the resources of two major organizations: the Direct Marketing Association of Washington (DMAW), and the Association of Fundraising Professionals, Washington, DC Metro Area Chapter (AFP/DC).

Together, the two organizations bring **education, fundraising, direct marketing products, and services** to the nonprofit organizations and companies who work together to move forward in meeting their missions and the needs of their constituents.

This **annual three-day conference** features nationally and internationally renowned speakers, and some of the finest cutting-edge educational programming available to fundraisers and direct marketers in North America.

Bridge is a well-known event that is not to be missed by people in the industry looking to advance the missions of the nonprofit organizations they represent.



# Building The Bridge

## Our Distinguished Participants

The talented group of people that choose Bridge for their marketing, fundraising education, and networking each year make up your audience! **More than 2,400 industry professionals** attended Bridge in 2025, and represented sectors such as:

- Major Gifts & Capital Campaigns
- Directors of Direct Response
- Leadership & Management
- Fundraisers
- Digital Marketers
- Faith-Based Fundraising
- Nonprofit Chief Executives
- Directors of Development
- Major Gift Officers
- Technology Professionals



2025 BRIDGE STATS

# 807

people were first time attendees

# 1,014

number of organizations  
and companies represented

# 61.8%

of registrants used the App

# A Unified Vision for Progress

In 2005, The Association of Fundraising Professionals Washington, DC Metro Area Chapter (AFP DC) and the Direct Marketing Association of Washington (DMAW) partnered to launch the inaugural Bridge to Integrated Marketing & Fundraising Conference, “bridging” the worlds of nonprofit development and direct response fundraising.

Our mission to forge connections and unite our community continues to this day. With 12 tracks (such as New Tools and Strategies) and more than 125 speakers, Bridge 2026 is ready to provide attendees with unparalleled content, connections, and experiences. Join us for the premier event dedicated to fundraising, marketing, and nonprofit innovation.



**Joanne Wilson**

PRESIDENT, DMAW  
VICE PRESIDENT, ADVANCEMENT OPERATIONS,  
HUMANE WORLD FOR ANIMALS



**Sarah Miller**

PRESIDENT, AFP DC  
CONSULTANT, PALMETTO PHILANTHROPY

“At Bridge you find out what’s going on in the field, learn about new trends, and network with everyone involved in nonprofit fundraising.”

ZAKEIA RODGERS  
DIRECT MARKETING MANAGER  
ANIMAL LEGAL DEFENSE FUND

Scan to View Our  
2025 Recap



# Education & Networking Only Found at Bridge

The educational program found at Bridge caters to diverse budgets, **offering varying price points** to ensure accessibility for organizations of all sizes.

This flexibility ensures that whether a startup or an established entity, **partners can tailor their investment to align with their specific needs**, making the Bridge Conference the inclusive hub where every voice, regardless of financial capacity, contributes to the rich tapestry of nonprofit advancement.

- Partners gain **direct access to a diverse audience** of nonprofit fundraisers and marketers, positioning their brand at the forefront of industry conversations.
- This **exclusive conference** provides a platform for showcasing products, services, and thought leadership, fostering meaningful connections with decision-makers.
- With prime visibility across conference materials, sessions, and networking events, **partners benefit from a unique opportunity** to amplify their presence, build relationships, and contribute to the dynamic dialogue shaping the future of nonprofit marketing and fundraising.



## 2026 BRIDGE CONFERENCE SPONSORSHIP OPPORTUNITIES

01

# Exclusive Level

02

# Premium Level

03

# Patron Level

Various deadlines apply for the fulfillment of ALL sponsor benefits listed within. Provision of all benefits are dependent on partner sign-up date and adherence to associated deadlines.

\*Branding opportunities are subject to change.

Exclusive Level Sponsorships	Registration Kiosk & Badge <b>SOLD</b> 1 / \$25,000	Wi-Fi <b>SOLD</b> 1 / \$20,000	Tote Bag <b>SOLD</b> 1 / \$20,000	Schedule At-A-Glance
Number Available / Cost				1 / \$20,000
Your Logo on Conference Registration Kiosk, Emails & Badges	Logo	---	---	---
Your Logo and Link on conference Wi-Fi Splash Page; Users are automatically directed to Sponsor's Ad at Login	---	Logo	---	---
Your Logo imprinted with Bridge Conference logo on Tote Bag	---	---	Logo	---
Your Logo & Booth Number imprinted with Bridge Conference logo on Conference Schedule-At-A-Glance	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	•	•	•	•
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	•	•	•	•
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	•	•	•	•
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Logo	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Logo	Logo	Logo
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	•	•	•	•
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	•	•	•	•

Exclusive Level Sponsorships	Banner Ad	Mobile App	Welcome Networking Reception	Opening General Session
Number Available / Cost	1 / \$18,500	<b>SOLD</b> 1 / \$18,500	<b>SOLD</b> 1 / \$18,500	<b>SOLD</b> 1 / \$18,500
Your Company branded Banner Ad on bridgeconf.org homepage	Logo	---	---	---
Your Logo on App Splash Screen; ability to send Two (2) broadcast messages / push notifications before or during conference	---	Logo	---	---
Logo on Signage, drink glass, & cocktail napkins in Reception area	---	---	Logo	---
Opportunity to introduce Opening Keynote Speaker, play morning session 30: Second Video, Logo on Signage at entrance	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	•	•	•	•
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	•	•	•	•
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	•	•	•	•
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Logo	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Logo	Logo	Logo
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	•	•	•	•
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	•	•	•	•

Exclusive Level Sponsorships	Media Live Streaming Area <b>SOLD</b> 1 / \$18,500	Lunch	Brunch	Closing General Session <b>SOLD</b> 1 / \$15,000
Number Available / Cost		1 / \$15,000	1 / \$15,000	
Your Logo on Media Live Stream and Set Signage	Logo	---	---	---
Logo on Signage in Luncheon Area, Your Logo and Booth Number on Table Signs	---	Logo	---	---
Logo on Signs in Brunch Area, Logo & Booth Number on Table Signs	---	---	Logo	---
Opportunity to introduce Closing Keynote Speaker, play morning session 30: Second Video, Logo on Signage at entrance	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	•	•	•	•
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	•	•	•	•
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	•	•	•	•
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Logo	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Logo	Logo	Logo
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	•	•	•	•
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	•	---	---	---

Exclusive Level Sponsorships	Game Lounge	Digital Displays	Badge Lanyards <b>SOLD</b>	Charging Stations (x2)
Number Available / Cost	1 / \$15,000	1 / \$15,000	1 / \$15,000	2 / \$12,500
Logo on Game Lounge Signage	Logo	---	---	---
Your brand font and center on digital signage at Conference Hotel	---	Logo	---	---
Logo on Fabric Lanyard used with all badges (attendees, sponsors, exhibitors)	---	---	Logo	---
Logo and booth number on Signage at Charging Stations, placed in high traffic area	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	•	•	•	•
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	•	•	•	•
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	•	•	•	•
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Logo	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Logo	Logo	Logo
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	•	•	•	•
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	---	---	---	---

Exclusive Level Sponsorships	Photo Booth <b>SOLD</b> 1 / \$12,500	Fun Ribbon Wall 1 / \$12,500	Hotel Keycards <b>SOLD</b> 1 / \$12,500	Main Stage Education Track <b>SOLD</b> 2 / \$10,000
Number Available / Cost				
Logo on booth number on Photo Booth Signage	Logo	---	---	---
Logo and booth number on Signage at Fun Ribbon Wall	---	Logo	---	---
Logo and booth number on Conference Hotel Room Keycards	---	---	Logo	---
Logo on signage and Screen in Main Stage area, Opportunity to introduce presenters, table for handouts, One (1) pull-up banner allowed	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	•	•	•	---
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	•	•	•	---
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	•	•	•	•
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Logo	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Logo	Logo	Logo
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	•	•	---	---
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	---	---	---	---

Premium Sponsorship Opportunities	Program Book	Water Bottle	Directional Signage	Pre & Post Emails
Number Available / Cost	1 / \$10,000	1 / \$10,000	<b>SOLD</b> 1 / \$10,000	<b>SOLD</b> 1 / \$10,000
Full-color Back Cover Ad on the Bridge Conference Program Book, provided to registrants	Logo	---	---	---
Logo on Reusable Bridge Conference Water Bottle distributed with Tote Bags	---	Logo	---	---
Logo on All Directional Conference Signs	---	---	Logo	---
Logo on Two (2) pre-conference 'Know Before' messages and One (1) post-conference 'Thank You' email (with survey)	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	---	---	---	---
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	---	---	---	---
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	•	1/2	1/2	1/2
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Logo	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Logo	Logo	Name
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	---	---	---	---
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	---	---	---	---

Premium Sponsorship Opportunities	Graffiti Wall	Aisle Flags & Floor Markers	Community Service Project	Refreshment Break
<b>Number Available / Cost</b>	1 / \$10,000	<b>SOLD</b> 1 / \$8,500	<b>SOLD</b> 1 / \$8,500	3 / \$7,500
Logo & Company Design on Graffiti Wall (sponsor provides design)	Logo	---	---	---
Logo on a Minimum of Four (4) Aisle Flags and a minimum of Eight (8) Floor Markers in exhibit hall	---	Logo	---	---
Logo on all Community Service Project Signage	---	---	Logo	---
Logo on Signage and Beverage Napkins during assigned Refreshment Break	---	---	---	Logo
Two (2) Complimentary Full-Conference Registrations	•	•	•	•
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	---	---	---	---
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	---	---	---	---
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	Logo	Logo	Logo	Logo
One (1) Full Page Ad in the Bridge Conference Program Book	1/2	1/2	1/2	1/4
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	Logo	Name	Logo	Logo
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	Logo	Name	Name	Name
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	---	---	---	---
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	Logo	Logo	Logo	Logo
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	---	---	---	---

<b>Patron Sponsorship Opportunities</b>	<b>Digital Attendee List</b>	<b>Education Tracks</b>	<b>First Timers Breakfast</b>	<b>Pre-Conf Workshops</b>
<b>Number Available / Cost</b>	1 / \$7,500	26 / \$6,000	1 / \$5,000	6 / \$4,000
Receive a list of attendees in addition to benefits listed	<b>Logo</b>	---	---	---
Track Speaker Introductions, Logo on Track Signage, table/credenza for handouts, one-pull up banner	---	<b>Logo</b>	---	---
Host this 'Meet The Experts' event with Two (2) staff members on site	---	---	<b>Logo</b>	---
Opportunity to introduce speakers at pre-conference workshops. Receive partnership recognition for full day (Wednesday, July 29, 2026).	---	---	---	<b>Logo</b>
Two (2) Complimentary Full-Conference Registrations	•	•	<b>One</b>	<b>One</b>
One (1) Tote Bag insert	•	•	•	•
One (1) x Time use Pre-Conference Mailing List (with emails)	•	•	•	•
One (1) Time Use Post-Conference Mailing List (w/ emails, sans pre-list)	•	•	•	•
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase; Two (2) Additional Full-Conference; Registrations Allotted with Booth	---	---	---	---
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	---	---	---	---
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
One (1) Full Page Ad in the Bridge Conference Program Book	<b>1/4</b>	<b>1/4</b>	<b>1/4</b>	<b>1/4</b>
Your Logo in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Logo</b>
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	<b>Name</b>	<b>Name</b>	<b>Name</b>	<b>Name</b>
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•	•
Presence on Conference App	---	---	---	---
Sponsor Badge Ribbons	•	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	---	---	---	---

Patron Sponsorship Opportunities	Patron	Prizes	Social Media
<b>Number Available / Cost</b>	1 / \$4,000	4 / \$3,000	1 / \$3,000
An opportunity to get out in front of attendees!	<b>Logo</b>	---	---
Be part of our giveaways! Bridge will purchase prize. Company name recognition and logo on raffle signage.	---	<b>Logo</b>	---
Receive five co-branded social media posts on Bridge social platforms in advance of the conference.	---	---	<b>Logo</b>
Complimentary Full-Conference Registrations	---	---	---
One (1) Tote Bag insert	---	---	---
One (1) x Time use Pre-Conference Mailing List (with emails)	---	---	---
One (1) Time Use Post-conference Mailing List (w/ emails, sans pre-list)	---	---	---
One (1) Standard (in-line) 10'x 10' booth in Solutions Showcase 2 Additional Full-Conference Registrations Allotted with Booth	---	---	---
Bridge Site Traffic Retargeting - Access to the Bridge Website Traffic for Retargeting	---	---	---
Referral Marketing Tools - Create and Share Custom Collateral to Easily Promote Your Audience	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
One (1) Full Page Ad in the Bridge Conference Program Book	1/4	---	---
Your Name in Program Book, on large screen during General Sessions, and on appropriate Bridge Conference Signage	<b>Name</b>	<b>Name</b>	<b>Name</b>
Your Logo on conference Web Page, including a Link to your Homepage through September 2026	---	---	---
Access to the Bridge Conference Logo to be used on your website and marketing	•	•	•
Presence on Conference App	---	---	---
Sponsor Badge Ribbons	•	•	•
Inclusion in Bridge Sponsor Sizzle Reel	---	---	---
Two (2) Exhibitor Additional Staff Registrations (exhibit hall only - no sessions)	---	---	---

To Secure Your  
Sponsorship or Ask  
Questions, Please Contact  
[sponsorships@bridgeconf.org](mailto:sponsorships@bridgeconf.org)

VISIT OUR WEBSITE

LINKEDIN

FACEBOOK



“With over 100  
different sessions,  
people can select a  
curriculum that  
focuses on what  
they’re most  
interested in  
learning.”

ROGER HIYAMA  
COMMUNITY LEADER  
DELVE DEEPER

Scan to View Our  
2025 Recap

