



**POINTS
OF LIGHT
CONFERENCE**
JUNE 3-6, 2025
NEW ORLEANS



SPONSORSHIP OPPORTUNITIES

For institutions and corporate social impact professionals dedicated to making a positive change in the world through volunteering as well as partnering to advance their cause.

JOIN THE MOVEMENT

The 2025 Points of Light Conference in New Orleans provides a unique platform for companies and passionate professionals like you to shine. Join us as we come together to inspire, educate and mobilize millions of people to volunteer and take action to support thriving communities.

**LET'S HAVE A
CONVERSATION**

For more information reach out to Ikoie Norman, vice president,
Corporate Partnerships: inorman@pointsoflight.org

2025 POINTS OF LIGHT CONFERENCE

JUNE 3-6, 2025 | NEW ORLEANS, LA

Every year, we convene leaders in nonprofit/NGO, government, education and business sectors at our annual Points of Light Conference. The event is a gathering for people focused on increasing volunteering and community impact and offers connection with like-minded, energized leaders from around the world.

Your support strengthens critical infrastructure and capacity building to ensure that these vital community organizations continue to grow, innovate and effectively address pressing local needs. Together, we can address the decline of volunteers in the U.S. and abroad.

94.77% of 2024 Points of Light Conference attendees agree that because of the conference, they gained new knowledge that can be applied in their work.



Wow! Wow!! I learned so much, met new friends and gained a new and stronger perspective of how our company can help contribute to other organizations and champion their causes.

— 2024 POINTS OF LIGHT CONFERENCE ATTENDEE

For these leaders who dedicate their lives to driving transformative change, professional and personal development are not just beneficial — they are essential. This convening is designed to equip attendees with the tools, knowledge and connections to significantly enhance their organizational effectiveness in communities all over the world. Their organizations reap the benefits through strategic innovations, fresh approaches to organizational challenges, new and strengthened partnerships, and a refreshed sense of energy and enthusiasm for the work through:

KNOWLEDGE ACQUISITION: Attendees have access to expert-led sessions on leading practices, innovative strategies and the latest trends in nonprofit management and community-centered volunteerism.

SKILL DEVELOPMENT: Workshops and interactive sessions help participants develop critical skills in leadership, volunteer management and community engagement.

COMMUNITY BUILDING: By bringing together diverse organizations and cross-sector leaders, the conference creates a supportive community where attendees can share experiences, challenges and solutions.

RESOURCE SHARING AND NETWORKING OPPORTUNITIES: The conference facilitates connections with industry leaders, potential collaborators and like-minded organizations, fostering partnerships that can lead to greater impact.



SPONSORSHIP THAT AMPLIFIES YOUR COMMITMENT TO SOCIAL IMPACT

Communities around the globe are threatened by complex and urgent challenges. At the same time, disconnection and isolation undermine efforts to rally people to help address these deep-rooted challenges. We know that volunteers are essential to meeting critical needs and that volunteering brings deep value to the individual, the communities in which they serve and our global society, yet there are not enough people engaged. Through research and insights, sector capacity building and culture change, Points of Light will increase the number of individuals volunteering and shape the future of volunteering in our society.

The Points of Light Conference offers opportunities for skill building, connection and disruptive thinking that advances the sector collectively towards these goals. **And we need YOUR partnership to achieve these goals.**

YOUR SPONSORSHIP ACCOMPLISHES SEVERAL KEY OBJECTIVES:

- Facilitates collaboration between companies and nonprofits, fostering a platform for listening, learning and networking to drive impact.
- Aligns to your organization's core values of volunteerism and civic engagement, plus contributes to valuable brand exposure that reflects your commitment to civic and social investment goals.
- Enables Points of Light to offer programming at an accessible price point, ensuring wider participation by helping to build the capacity of the social impact sector for those who lead, manage and support volunteers.



We want to be at the forefront of mobilizing volunteers, and we know that Points of Light is the organization doing just that. We know that our partnership coming together is going to fuel the next generation of volunteers, but also to inspire those change makers here of developing new ways.

— CATHY SCOTT, VICE PRESIDENT, SOCIAL IMPACT & THE UPS FOUNDATION

THANKS TO OUR 2024 POINTS OF LIGHT CONFERENCE SPONSORS

PRESENTING SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSOR



SUPPORTERS

Altria • CenterPoint Energy Foundation
Charles Schwab • Galaxy Digital • KeyBank
Liberty Mutual Insurance • More Perfect • Starbucks



2025 PROGRAMMING

Programming at the Points of Light Conference is centered on actionable strategies to enhance and advance volunteering and elevate the diversity of ways volunteering happens in communities.

COMMUNITY-CENTERED VOLUNTEERISM: Explore strategies from NGOs, corporations, education and national service organizations that are rooted in community needs to boost volunteer participation and position service as a bridge to advance and support democracy and come together in times of crisis.

GEN Z INSIGHTS: Hear from young leaders who are shaping the future of volunteering.

AI INTEGRATION: Explore how the social impact sector is innovating with AI and actionable ways it can amplify impact, streamline operations and enable data-driven decisions that advance volunteering and civic engagement.

DIVERSITY, EQUITY, INCLUSION AND BELONGING (DEIB) FOCUS: Foster diversity, equity, inclusion and belonging by centering community voices leading volunteer efforts locally.

CULTURAL CELEBRATION: Enjoy entertainment and hands-on service experiences that highlight the rich diversity, vibrancy and legacy of service in New Orleans.

MAIN STAGE MOMENTS

STAGE RECOGNITION + LOGO FEATURE

- Opening and Closing Plenaries
- Civic Talks that dive deep into complex community challenges

Our sponsorable opportunities are tiered and non-exclusive, ensuring flexibility for customization according to your company's specific priorities. We encourage multiple sponsors at each investment level.

CONFERENCE EXPERIENCES

TIERED BRANDING + MARKETING BENEFITS AT THE FOLLOWING EVENTS

- All-Conference Breakfasts and Lunches
- Business Leaders Lunch
- Business Lounge
- Business Reception
- Civic Park Lounge (Exhibitors Hall)
- Coffee and Snack Breaks
- Corporate Service Council Conference Summit
- Learning Pathways for CSR Practitioners, Volunteer Managers, Educators and National Service Members
- Listening Sessions with Gen Z and NGO Leaders
- On-Site Service Project
- Points of Light's Global Network Conference Summit
- Welcome Reception



CONFERENCE BRAND VISIBILITY

Support for the Points of Light Conference directly benefits our mission to inspire, equip and mobilize millions of people to take action that changes the world. Aligning your brand with this incredible annual sector gathering directly supports millions in serving others.

#PointsofLight25 | pointsoflight.org/conference



10M

SOCIAL MEDIA
IMPRESSIONS



1.3M

COMBINED RECIPIENTS
FROM ALL EMAIL
COMMUNICATIONS



47K

PAGEVIEWS

2024 CONFERENCE REGISTRATION SNAPSHOT

1,159 REGISTRANTS

69%

NONPROFIT, NGO
AND GOVERNMENT

19.5%

CORPORATE

9%

NATIONAL
SERVICE

2%

VOLUNTEERS

<1%

STUDENTS



2025 CONFERENCE SPONSORSHIP BENEFITS

PRESENTING | \$200,000



INCLUDES

PROGRAM EXPERIENCE (MAIN STAGE)

Alignment with Opening or Closing Plenary with Recognition from Stage and Company Logo Feature

ONSITE MARKETING (COMPANY LOGO)

- Attendee Badges
- Conference App Mentions
- On-Site Brand Visibility
- Plenary “Walk-in” Video Loops
- Registration Desk Signage
- “Welcome to Conference” Pop-up
- Inclusion of Two (2) Sponsor-Provided Branded Swag Items (Optional)

DIGITAL PROMOTION (COMPANY LOGO)

- Social Media
 - 1x Sponsor Feature Recognition Posts with Tag before Conference (LinkedIn, Facebook, X, Instagram)
 - 1x Feature Mention and Tag at Conference (LinkedIn, Facebook, X and Stories)
 - 2x Dedicated Live Takeaway Post at Conference (Stories)
 - Branded Instagram/Facebook Stories with Swipe-up Links to Sponsor Website during Conference
 - Feature in “Sponsor Spotlight” Story Series with a Brief Company Highlight during Conference
 - Acknowledgement and Tag in Conference Recap (LinkedIn)
 - Story Mention with a Branded Thank You Post Conference
- Conference Emails
- Conference Website

EVENT ACCESS

Ten (10) Registrations

2025 CONFERENCE SPONSORSHIP BENEFITS *(Continued)*

PLATINUM | \$150,000



INCLUDES

PROGRAM EXPERIENCE (MAIN STAGE)

Alignment with a Civic Talk with Recognition from Stage and Company Logo Feature

ONSITE MARKETING (COMPANY LOGO)

- Conference App Mentions
- On-Site Brand Visibility
- Plenary “Walk-in” Video Loops
- Registration Desk Signage
- “Welcome to Conference” Pop-up
- Inclusion of One (1) Sponsor-Provided Branded Swag Item (Optional)

DIGITAL PROMOTION (COMPANY LOGO)

- Social Media
 - 1x Sponsor Feature Recognition Posts with Tag before Conference (LinkedIn, Facebook, X, Instagram)
 - 2x Dedicated Live Takeaway Post at Conference (LinkedIn, X and Stories)
 - Feature in “Sponsor Spotlight” Story Series with a Brief Company Highlight during Conference
 - Acknowledgement and Tag in Conference Recap (LinkedIn)
 - Story Mention with a Branded Thank You Post Conference
- Conference Emails
- Conference Website

EVENT ACCESS

Eight (8) Registrations

2025 CONFERENCE SPONSORSHIP BENEFITS *(Continued)*

GOLD | \$100,000



INCLUDES

PROGRAM EXPERIENCE (SUMMITS AND GATHERINGS)

Alignment with Welcome Reception, Corporate Service Council Conference Summit, Business Summit, Learning Pathway or Global Network Conference Summit

ONSITE MARKETING (COMPANY LOGO)

- Conference App Mention
- On-Site Brand Visibility
- Plenary “Walk-in” Video Loops
- “Welcome to Conference” Pop-up
- Inclusion of One (1) Sponsor-Provided Branded Swag Item (Optional)

DIGITAL PROMOTION (COMPANY LOGO)

- Social Media
 - 1x Inclusion in Group Sponsor Recognition Posts with Tag before Conference (LinkedIn, Facebook, X, Instagram)
 - Mention in “Sponsor Spotlight” Story Series during Conference
 - 1x Dedicated Live Takeaway Post at Conference (X and Stories)
 - Story Mention with a Branded Thank You Post Conference
- Conference Emails
- Conference Website

EVENT ACCESS

Six (6) Registrations

2025 CONFERENCE SPONSORSHIP BENEFITS *(Continued)*

SILVER | \$75,000

INCLUDES

PROGRAM EXPERIENCE (SPECIAL EXPERIENCES)

- Alignment with All Conference Meals, Business Reception or Service Project
- Sponsor Recognition + Logo Feature

ONSITE MARKETING (COMPANY LOGO)

- On-Site Brand Visibility
- Plenary “Walk-in” Video Loops

DIGITAL PROMOTION (COMPANY LOGO)

- Social Media
 - 1x Inclusion in Group Sponsor Recognition Post with Logo and Tag before Conference (LinkedIn, Facebook, X, Instagram)
 - Mention in “Sponsor Spotlight” Story Series during Conference
 - 1x Dedicated Live Takeaway Post at Conference (X or Stories)
 - Story Mention with a Branded Thank You Post Conference
- Conference Emails
- Conference Website

EVENT ACCESS

Five (5) Registrations

BRONZE | \$50,000

INCLUDES

PROGRAM EXPERIENCE (NETWORKING OR BREAK)

- Co-created Idea Exchange Conversations or Snack Breaks
- Sponsor Recognition + Logo Feature

ONSITE MARKETING (COMPANY LOGO)

- On-Site Brand Visibility
- Plenary “Walk-in” Video Loops

DIGITAL PROMOTION (COMPANY LOGO)

- Social Media
 - 1x Inclusion in Group Sponsor Recognition Post with Logo and Tag before Conference (LinkedIn, Facebook, X, Instagram)
 - Mention in “Sponsor Spotlight” Story Series during Conference
 - 1x Dedicated Live Takeaway Post at Conference (X or Stories)
 - Story Mention with a Branded Thank You Post Conference
- Conference Emails
- Conference Website

EVENT ACCESS

Four (4) Registrations



2025 CONFERENCE SPONSORSHIP BENEFITS *(Continued)*

SUPPORTER | \$25,000

INCLUDES
<p>ONSITE MARKETING (COMPANY NAME)</p> <ul style="list-style-type: none">• On-Site Brand Visibility• Plenary “Walk-in” Video Loops <p>DIGITAL PROMOTION (COMPANY LOGO)</p> <ul style="list-style-type: none">• Social Media<ul style="list-style-type: none">- 1x Inclusion in Group Sponsor Recognition Post with Logo and Tag before Conference (LinkedIn, Facebook, X, Instagram)- Mention in “Sponsor Spotlight” Story Series during Conference- Story Mention with a Branded Thank You Post Conference• Conference Emails• Conference Website <p>EVENT ACCESS</p> <p>Two (2) Registrations</p>

INVESTOR | \$10,000

INCLUDES
<p>ONSITE MARKETING (COMPANY NAME)</p> <ul style="list-style-type: none">• On-Site Brand Visibility• Plenary “Walk-in” Video Loops <p>DIGITAL PROMOTION (COMPANY LOGO)</p> <ul style="list-style-type: none">• Social Media<ul style="list-style-type: none">- 1x Inclusion in Group Sponsor Recognition Post with Logo and Tag before Conference (LinkedIn, Facebook, X)- Mention in “Sponsor Spotlight” Story Series during Conference- Story Mention with a Branded Thank You Post Conference• Conference Website <p>EVENT ACCESS</p> <p>One (1) Registration</p>

ADDITIONAL ENGAGEMENT

The following opportunities are available at all levels.



HOMETOWN HOSTS

All Louisiana-based companies will be recognized as a “Hometown Host” in brand marketing and communications.

INVEST IN THE FUTURE THROUGH CONFERENCE SCHOLARSHIPS

Points of Light provides scholarships to rising nonprofit professionals whose organizations do not otherwise have the financial resources to offer professional development opportunities. Scholarships include complimentary registration and a travel stipend and offer a professional and personal development opportunity for those advancing their organization’s mission through volunteerism.

By funding scholarships, your company will:

- **NURTURE FUTURE LEADERS:** Give rising nonprofit leaders access to knowledge and connections that can propel their careers and drive industry advancement.
- **DEMONSTRATE SOCIAL RESPONSIBILITY:** Showcase your company’s commitment to education, equity and professional growth, positioning your brand as a champion of opportunity and inclusivity.
- **PROMOTE INCLUSIVENESS AND STRENGTHEN INDUSTRY:** Transform careers in the social impact sector by ensuring that talent and innovation are nurtured, regardless of financial background.

Available as an add-on and priced based on the number of recipients. For tailored pricing and more details, please reach out to Ikoie Norman at inorman@pointsoflight.org.



POINTS OF LIGHT CORPORATE SERVICE COUNCIL

Complimentary 3-month membership. Restricted to \$50k+ sponsors who are not a current member of Corporate Service Council.



2025 HOST COMMITTEE



**POINTS
OF LIGHT**



HandsOn
NEW ORLEANS

In New Orleans, we are creating an educational experience that offers something for every champion of social good in partnership with Points of Light Global Network Affiliate, HandsOn New Orleans and these leaders:

TOYA BARNES-TEAMER, PH.D., OWNER/CEO,
TEAMER STRATEGY GROUP, LLC

CHRIS CAMERON, EXECUTIVE DIRECTOR,
HANDSON NEW ORLEANS

CHARMEL GAULDEN, CEO AND PRESIDENT,
FOUNDATION FOR LOUISIANA

KELLIE CHAVEZ GREENE, VICE PRESIDENT FOR
PROGRAMS, GREATER NEW ORLEANS FOUNDATION

MARYBETH GUARISCO, SENIOR MANAGER,
SPECIALTY SERVICES AND PROGRAMMING,
NEW ORLEANS & CO.

NICK HARRIS, EXECUTIVE DIRECTOR, DILLARD
UNIVERSITY COMMUNITY RELATIONS/DILLARD
UNIVERSITY COMMUNITY RESOURCE CENTER

VANESSA CAVE HERAZO, PROGRAM MANAGER,
OCHSNER SERVES

ALLISON HOTARD, EXECUTIVE DIRECTOR,
YOUNG LEADERSHIP COUNCIL NEW ORLEANS

KATHY LABORDE, PRESIDENT & CEO,
GULF COAST HOUSING PARTNERSHIP, INC.

JUDD JEANSONNE, EXECUTIVE DIRECTOR,
VOLUNTEER LOUISIANA

LESLIE JONES, SOCIAL IMPACT,
THE STARBUCKS FOUNDATION

SANDRA LINDQUIST, PRESIDENT & CEO,
NEW ORLEANS CHAMBER OF COMMERCE

BENJAMIN J. MAHONEY, SPECIAL PROJECT
MANAGER, BLUE CROSS BLUE SHIELD
OF LOUISIANA

PHALA MIRE, PRESIDENT & CEO, WOMEN'S
BUSINESS ENTERPRISE COUNCIL SOUTH

JOSHUA J. MORTENSEN, DISTRICT MANAGER,
LOWES COMPANIES, INC.

AGNIESZKA NANCE, EXECUTIVE DIRECTOR,
CENTER FOR PUBLIC SERVICE, TULANE UNIVERSITY

TARYN ROGERS, PUBLIC AFFAIRS MANAGER,
DOW ST. CHARLES OPERATIONS

ANDREW TAKAMI, REGION COMMUNITY
RELATIONS MANAGER, THE UPS FOUNDATION

ROD F. TEAMER, SR., DIRECTOR OF DIVERSITY
PROGRAMS & BUSINESS DEVELOPMENT,
BLUE CROSS BLUE SHIELD LOUISIANA

BRITTANY WHITSELL, DIRECTOR OF CHARITABLE
GIVING AND DEVELOPMENT, NEW ORLEANS
SAINTS AND PELICANS

MICHAEL WILLIAMSON, PRESIDENT & CHIEF
EXECUTIVE OFFICER, UNITED WAY OF
SOUTHEAST LOUISIANA

(As of September 24, 2024)





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