



MIDWEST CENTER
FOR NONPROFIT LEADERSHIP

Midwest Center for Nonprofit Leadership at the University of Missouri-Kansas City

Sponsorship Opportunities

Strengthening the Nonprofit Sector. Investing in Civic Leadership.

The **Midwest Center for Nonprofit Leadership (MCNL)** at the University of Missouri–Kansas City equips nonprofit leaders with the inspiration, knowledge, and practical tools they need to thrive. Through community-centered education, applied research, problem solving, and service, MCNL strengthens both individuals and organizations across the nonprofit sector.

MCNL serves as:

- **A center for learning** — developing capable, values-driven nonprofit leaders
- **A center for inquiry and dialogue** — convening leaders around the sector’s most pressing challenges
- **A center for renewal and support** — sustaining the people and organizations who serve our communities

Housed within the **Henry W. Bloch School of Management at UMKC**, MCNL is a nationally recognized nonprofit academic center and a premier example of the University’s *scholarship of engagement*. Founded in 1991, MCNL is one of approximately 40 university-based nonprofit leadership centers nationwide.

While UMKC proudly hosts MCNL, the Center receives **no direct operating support** from the University. MCNL sustains its work through earned revenue from education programs, research projects, consulting engagements, and the Annual Nonprofit Leadership Conference. To further strengthen our financial sustainability, MCNL partners with mission-aligned businesses and organizations that serve the nonprofit sector.

Through sponsorship, your organization gains meaningful visibility and trusted access to a nonprofit sector that includes **more than 10,700 organizations generating over \$22 billion in annual revenue across the Kansas City region.**

Sponsorship Packages & Levels of Support

Legacy Partner — \$10,000 Annual Sponsorship (Five-Year Commitment)

\$50,000 over five years

This premier, multi-year partnership reflects a deep commitment to strengthening nonprofit leadership across the region.

Benefits include:

- **Exclusive partnership** at this level (sole sponsor within your industry or line of business)
- **Two MCNL-hosted “Office Hours” per year** (virtual): curated sessions positioning your organization as an industry expert while offering pro bono consultation to nonprofit leaders
- **Name and logo placement** on the MCNL website
- **Social media recognition** (three posts annually)
- **Prominent visibility at the MCNL Annual Nonprofit Leadership Conference**, including:
 - Program and conference website recognition
 - Verbal recognition during the opening session
 - Opportunity to present a breakout session in your area of expertise
- **Featured participation in MCNL Navigation Sessions/Webinars** (twice over five years)
- **Annual recognition** in one MCNL email message from the Managing Director
- **Meeting space at UMKC** including parking (for up to 10 people)

Strategic Partner — \$10,000 Annual Sponsorship (One-Year)

Designed for organizations seeking high-impact, single-year engagement with MCNL and the nonprofit sector.

Benefits include:

- Prominent **name and logo placement** on the MCNL website
- **One MCNL-hosted “Office Hours” per year** (virtual): curated sessions positioning your organization as an industry expert while offering pro bono consultation to nonprofit leaders
- **Social media recognition** (three posts during the year)
- **Visibility at the MCNL Annual Nonprofit Leadership Conference**, including:
 - Program and website recognition
 - Verbal recognition during the opening session
 - Opportunity to present a breakout session in your area of expertise
- **Opportunity to co-host one MCNL learning or networking session** (virtual or in-person)
- **Recognition in one MCNL email message** from the Managing Director
- **Meeting space at UMKC** including parking (for up to 10 people)

Community Champion — \$5,000 Annual Sponsorship

Ideal for organizations committed to supporting nonprofit leadership while building meaningful sector connections.

Benefits include:

- Name and logo placement on the MCNL website
- **Social media recognition** (two posts)
- **Recognition at the MCNL Annual Nonprofit Leadership Conference:**
 - Program and website listing
 - Verbal recognition during the conference
- Opportunity to **sponsor or be featured in one MCNL program or webinar**
- Recognition in one MCNL email communication
- **Meeting space at UMKC** including parking (for up to 6 people)

Sector Supporter — \$2,500 Annual Sponsorship

An accessible entry point for organizations that value nonprofit leadership and sector vitality.

Benefits include:

- Name recognition on the MCNL website
- **Social media recognition** (one post)
- Recognition at the MCNL Annual Nonprofit Leadership Conference
- Recognition in one MCNL email communication
- **Meeting space at UMKC** including parking (for up to 6 people)

Why Sponsor MCNL?

MCNL sponsors are more than supporters—they are **partners in strengthening civil society**. Sponsorship offers:

- Trusted access to nonprofit leaders across Kansas City and the Midwest
- Thoughtful visibility within a values-driven professional community
- Alignment with UMKC’s engaged scholarship and civic mission
- A tangible way to invest in leadership, equity, and community impact

We invite you to join us in cultivating nonprofit leaders who sustain and transform our communities.

For sponsorship inquiries, please contact:

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