



Bill Alfano

Director of Marketing and
Sponsorship
Pan-Mass Challenge

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How to Attract New Sponsors and Make Existing Relationships Work Harder for Your Nonprofit

Topic: Corporate and Foundations (CF)

Bill will lead an informative discussion on the importance of sponsorship for nonprofit organizations to share insights and best practices for how to market to prospective sponsors, how to go after them, what your offer should look like, and optimizing existing sponsor relationships for increased commitments.

While the fundraising industry is struggling, the PMC continues to grow. As major corporations across the country are engaged by endless nonprofits daily, Bill can share insights for setting yourself apart to achieve maximum results.

More than 200 corporations, including New Balance, Harpoon Breweries and PwC, provide \$5 million in products/services to the PMC through sponsorship and in-kind donations, ensuring that PMC can continue passing 100% of fundraising dollars to Dana-Farber Cancer Institute each year. This is no small feat, and is made possible due to the overwhelming support of the PMC's sponsors and partners, which continues to grow under Bill's management.