

2026 AeXIS CONFERENCE

June 15-16, 2026

Sonoma Academy & Sonoma Country Day School
Santa Rosa, California



**ADVANCEMENT
EXCHANGE**
for Independent Schools

2026 CONFERENCE SPONSORSHIP OPPORTUNITIES



AeXIS MISSION

The Advancement Exchange for Independent Schools (AeXIS) is a new nonprofit association dedicated to supporting independent school advancement professionals throughout California. AeXIS develops and promotes best practices across the advancement spectrum, including fundraising, stewardship, alumni relations, database management, and communications, recognizing that supporting this work is critical to sustaining the mission and vitality of independent schools.



AeXIS HISTORY

PRESIDENT

Nancy Kehoe

*Director of Advancement,
Mount Tamalpais School;
Consulting Partner,
Marts&Lundy*

VICE PRESIDENT

Deborah Rockwood

Advancement Consultant

TREASURER

Elizabeth Gleadall

*Director of Advancement,
Sonoma Country Day School*

SECRETARY

Janiece Richard

*Director of Development,
Crossroads School*

MEMBERS AT LARGE

Emma Balina

*Director of Development,
Crane Country Day School*

Betsy Berman

*Assistant Head for
Advancement and Strategy,
Crystal Springs
Uplands School*

Lindsay Newlove

*Director of Stewardship
& Parent Engagement,
Cate School*

Marlene Sloger

Advancement Consultant

AeXIS was formed in 2022 by five women with a combined total of more than 120 years in advancement work. They endeavor to bring together advancement professionals from California in pursuit of robust professional development, networking opportunities, and shared resources.

AeXIS is the result of merging two volunteer groups, CDP/CAPS and ABADO. CDP (California Development Partnership) was started in 1999 and later became CAPS (California Advancement Partnership for Schools), which provided robust and affordable professional development conferences bi-annually for California Advancement professionals. ABADO (Association of Bay Area Development Officers) has been a vibrant group of advancement professionals who, for decades, have volunteered their time to organize speaker events, networking opportunities, and the sharing of best practices for colleagues in the San Francisco Bay Area. In addition, the ABADO listserv has been a consistent resource for novices and veterans alike, who are navigating the fundraising landscape in Bay Area independent schools.

AeXIS merged these two volunteer groups to create a professional and sustainable organization committed to a more robust set of programs for the more than 200 independent schools in California.



AeXIS MEMBER BENEFITS

For Independent Schools and Independent Contractors/Consultants

Programmatic offerings include, but are not limited to:

- *An esteemed (and affordable) annual conference with keynote speakers, multiple sessions with multiple tracks, as well as networking opportunities*
- *Access to participate in and review the findings of an informative and strategic annual survey*
- *Six to eight virtual workshop presentations per year*
- *A cadre of online resources for best practices in Advancement via listserv and Google groups*
- *A mentor program, as well as a career opportunities resource page*

[AeXIS is to Advancement/Development offices as Cal-ISBOA is to Business offices and BADA is to Admissions offices.]



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SONOMA ACADEMY & SONOMA COUNTRY DAY SCHOOL
SANTA ROSA

CONFERENCE CO-CHAIRS

Kimberly Eber

*Director of External
Relations, Sonoma
Academy*

Elizabeth Gleadall

*Director of Advancement,
Sonoma Country Day School*

Janiece Richard

*Director of Development,
Crossroads School*

PROGRAM | *We are building a spectacular program for what promises to be a very worthwhile and rewarding professional development and networking opportunity.*

WHO WILL ATTEND? | *There are more than 200 independent schools in California with well over 500 advancement/development professionals, plus numerous independent contractors and consultants who work with independent schools. Through the current ABADO listserv, direct appeal, word-of-mouth, and in partnership with existing organizations (CAIS, BADA, and Cal-ISBOA), we will invite everyone to participate in our AeXIS Conference.*

CONFERENCE SPONSORSHIP | *This is an excellent opportunity to get your business in front of this astute group of professionals.*

AeXIS CONFERENCE SPONSORSHIP OPPORTUNITIES



Thank you in advance for your sponsorship consideration!

\$10,000 SUPER HERO

- *Recognized as the premier host of the Annual Conference & Networking Reception*
- *Recognition from the stage at the Opening Session*
- *Top billing in pre-event promotions*
- *Top billing in the Conference program*
- *Top billing on the Conference web page*
- *Opportunity to present a lead session at the Conference with a partner school*
- *Opportunity to host a Conference information table at both schools*
- *Ten (10) Conference registrations*
- *Immense gratitude from California advancement/development professionals for your support of them as professionals*

\$5,000 SUPER STAR

- *Second tier billing in pre-event promotions*
- *Second tier billing in the Conference program*
- *Second tier billing on the Conference web page*
- *Opportunity to present at the Conference with a partner school*
- *Opportunity to host an information table at the Conference at both schools*
- *Five (5) conference registrations*
- *Deep gratitude from California advancement/development professionals for your support of them as professionals*

\$2,500 CHAMPION

- *Third tier billing in the Conference program*
- *Third tier billing on the Conference web page*
- *Opportunity to host an information table at the Conference at both schools*
- *Two (2) conference registrations*
- *Heartfelt gratitude from California advancement/development professionals for your support of them as professionals*





GRATITUDE

from our 2025 Conference at Harbor Day School

“I can't remember the last time I left a conference so jazzed!”

“For my first Advancement Conference, I was joyfully overwhelmed by the warm welcome and generous willingness to discuss overarching development ideas and best practices.”

“What an excellent opportunity to see all my brilliant advancement colleagues in one place.”

“I felt like I left with clear, tangible action items I could take immediately to my school.”



“In addition to the wonderful content of the program, I loved that for the price of the conference all of the meals were included which not only made the registration fee feel appropriate, but it also allowed for great networking and collaboration..”



JOIN US

Thank you for your consideration in being an AeXIS sponsor. Sponsorships will help us bring our professional development programs, networking opportunities, and our vast array of resources to California advancement/development officers. Your partnership is greatly appreciated and will make a difference!



YES! I/we would be delighted to be an AeXIS sponsor at the following level:

- ☐ **\$10,000 SUPER HERO**
- ☐ **\$5,000 SUPER STAR**
- ☐ **\$2,500 CHAMPION**
- ☐ I/we cannot participate this year, but would like to contribute to the success of your upcoming conference with a contribution in the amount of

\$ _____

.....
BUSINESS/COMPANY

.....
NAME

.....
ADDRESS

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PHONE

.....
EMAIL

.....
WEBSITE

THANK YOU!

Sponsorships may be paid online through our event registration portal at <https://aaxis.memberclicks.net/sponsorship> or you may return this form, along with a check payable to **Advancement Exchange for Independent Schools**

Mail payment to:

AeXIS | Elizabeth Gleadall, Treasurer | 4400 Day School Place | Santa Rosa, CA 95403 | 707.284.3200 |

www.advancementexchange.org

501 (c) 6 Non-profit Corporation Federal ID # 93-3886766



THANK YOU AGAIN TO OUR GENEROUS 2025 SPONSORS

SUPERSTAR SPONSORS



Harbor Day School

CHAMPION SPONSORS



GIVECAMPUS



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