

# 2025 AeXIS CONFERENCE

June 23-24, 2025 | Harbor Day School  
Newport Beach, California



**ADVANCEMENT  
EXCHANGE**  
*for Independent Schools*

2025 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 Development,  
Sonoma Country Day 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*

**Janiece Richard**

*Director of Development,  
Crossroads 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.

The newly created AeXIS is merging 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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## CONFERENCE CO-CHAIRS

### **Olivia Baumgartner**

*Director of Development  
Harbor Day School*

### **Lindsay Newlove**

*Director of Stewardship  
and Parent Engagement  
Cate 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.*



## 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 after the Opening Keynote.*

- Recognition from the stage at the Opening Keynote
- 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
- Opportunity to host a Conference information table
- 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
- Opportunity to host an information table at the Conference
- Five (5) conference registrations
- Deep gratitude from California advancement/development professionals for your support of them as professionals





## SPONSORSHIP OPPORTUNITIES

*Thank you in advance for your sponsorship consideration!*

### **\$2,500 CHAMPION**

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

### **\$1,000 PARTNER**

- *Fourth tier billing in the Conference program*
- *Fourth tier billing on the Conference web page*
- *One (1) conference registration*
- *Sincere gratitude from California advancement/development professionals for your support of them as professionals*





# GRATITUDE

*from our 2024 Conference at The Nueva School*

*"The range of content provided was exceptional."*

*"The program was thoughtfully designed and engaging. Well done!"*

*"It was a nice mix of actionable takeaways and thoughtful discussions in all the sessions I attended."*

*"I never would have guessed this was the inaugural event. Really well-organized and presented. I enjoyed all of the sessions I went to and really appreciated the diverse topics available from the speakers. I came away excited and with a bunch of new ideas!"*

*"Exceptionally professional, very well organized! Nothing was left to chance!"*

*"If I had known it would be this good I would have brought my whole team! Next time!"*



*"I really liked how the sponsors integrated and engaged with people throughout the conference. It felt genuine; they're an important part of our larger Advancement community."*





## 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**

☐ **\$1,000 PARTNER**

☐ *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

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ADDRESS

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PHONE

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EMAIL

.....  
WEBSITE

THANK YOU!

*Sponsorships may be paid online through our event registration portal, or you may return this form, along with a check payable to AeXIS.*

**AeXIS** | Elizabeth Gleadall, Treasurer | 4400 Day School Place | Santa Rosa, CA 95403  
707.284.3200 | [www.advancementexchange.org](http://www.advancementexchange.org)

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