



A Special Invitation

to become a

Partner in Philanthropy



afpglac.org/pip

Why Partners In Philanthropy?

The Association of Fundraising Professionals (AFP) has been the standard-bearer for professionalism in fundraising for the past 50 years. Members throughout the world advance philanthropy by enabling people and organizations to practice ethical and effective fundraising by providing education, training, mentoring, research, credentialing and advocacy.

The purpose of the AFP Greater Los Angeles Chapter's Partners in Philanthropy (PIP) program is to provide companies, foundations and individuals the opportunity to invest in a year-round marketing strategy while enhancing the expertise level of fundraising professionals in the greater Los Angeles area. In addition, partnership opportunities underwrite scholarship opportunities for professionals who cannot afford to attend development seminars and conferences. All Partners' names will be advertised on the AFP-GLAC website, in related printed materials distributed at various events and announced at the Chapter Education Luncheons, Advanced Executive Forums, Local Area Round Tables, Young Professional Events or National Philanthropy Day Conference and Awards Luncheon.

Event Sponsorship Opportunities and Benefits

Holiday Mixer and Luncheon (\$2,000) is held in **December** at the Omni Hotel in downtown Los Angeles. Over 100 development leaders from the Greater Los Angeles area attend this networking educational luncheon event.

Sponsorship includes:

- 1 skirted table top located across from registration
- Logo on event email invitation, event registration page and monthly e-newsletter
- 5 minute session presentation
- 1 lunch seat at President's table
- Recognition from podium
- Mention on AFP-GLAC social media accounts

Ethics Breakfast (\$2,000) is held in **October** during Ethics Awareness Month at the Cathedral of Our Lady of the Angels in downtown Los Angeles. This interactive event provides 50+ attendees with the opportunity to learn, share and discuss ethical dilemmas in fundraising.

Sponsorship includes:

- 1 skirted table top located across from registration
- Logo on event email invitation, event registration page and monthly e-newsletter
- 5 minute session presentation
- 1 lunch seat at President's table
- Recognition from podium
- Mention on AFP-GLAC social media accounts

Chapter Education Luncheons (\$1,000 each) are held in **February, May** and **September** at the Cathedral of Our Lady of the Angels in downtown Los Angeles. Over 100 executive directors, development officers, board members and fundraising professionals attend these informative sessions to advance fundraising expertise and the opportunity to network amongst AFP-GLAC chapter members.

Sponsorship includes:

- 1 skirted table top located across from registration
- Logo on event email invitation, event registration page and monthly e-newsletter
- 2 minute session presentation
- 1 lunch seat at President's table
- Recognition from podium
- Mention on AFP-GLAC social media accounts

Event Sponsorship Opportunities and Benefits (Continued)

Advanced Executive Forums (\$750 each) are held in **April** and **August**. These events attract 60+ senior level fundraisers from the Greater Los Angeles area.

Sponsorship includes:

- 1 skirted table top located across from registration
- Logo on event email invitation, event registration page and monthly e-newsletter
- 2 minute session presentation
- 1 lunch seat at President's table
- Recognition from podium
- Mention on AFP-GLAC social media accounts

Young Professional Events (\$500 each) are held in **March** and **June**. The YP educational events host 40+ attendees as an opportunity to expand the professional development for young individuals in the philanthropic community.

Sponsorship includes:

- Logo on event email invitation, event registration page and monthly e-newsletter
- 2 minute session presentation
- 1 event seat
- Recognition during event program
- Mention on AFP-GLAC social media accounts

Local Area Round Tables (\$250 each) are networking educational luncheon sessions held in **January, July** and **October** in San Gabriel Valley and Downtown Los Angeles. There are 25+ development leaders and fundraising professionals at each Round table event.

Sponsorship includes:

- Logo on event email invitation, event registration page and monthly e-newsletter
- 2 minute session presentation
- 1 lunch seat
- Recognition from podium
- Mention on AFP-GLAC social media accounts

If you would like to sponsor multiple events, please contact the PIP Chair, Jennifer Ellspermann, at jellspermann@komenlacounty.org.

Advertising Opportunities and Benefits

Reach our AFP-GLAC fundraising community by advertising with a hyperlinked banner on AFP-GLAC's website and e-newsletter.

The AFP-GLAC website averages 4,500 views per month with over 1,500 unique visits. On average, the most views of our website is the day the monthly e-newsletter is launched. The e-newsletter is sent to nearly 2,500 individuals, with our member open rate of 39.10% (industry standard is 20.90%). All files need to be press ready jpgs.

- 1200x250 Website Banner - \$1,000 for 2 months to be featured on the home page of our website
- 590x150 eNewsletter Banner - \$600 per month at the top of email and the newsletter section on website page

National Philanthropy Day Conference and Awards Luncheon
Friday, November 13, 2020 • JW Marriott LA Live
Celebrating 35 Years of Advancing Philanthropy in Los Angeles

National Philanthropy Day® is celebrated nationwide each November. Our event attracts more than 400 executive directors, development officers, board members and fundraising professionals from nonprofits throughout the Los Angeles area. Our National Philanthropy Day Conference serves to educate attendees on various fundraising topics and inspire creative collaborations through networking and exhibition resources. The purpose of the National Philanthropy Day Awards Luncheon is to recognize the excellence and achievements of individuals and organizations in the Los Angeles philanthropic community.

SPONSORSHIP LEVELS AND BENEFITS

	Humanitarian Partner \$8,000	Social Good Partner \$5,000	Altruistic Partner \$3,000	Conference Partner \$2,500	Friend Partner \$2,000
Seats at the NPD Awards Luncheon	12	10	10	2	10
Verbal acknowledgment during the NPD Luncheon	X				
Verbal acknowledgment during the NPD Conference Keynote Session	X				
Registration for the NPD Conference	2				
Ad in NPD event program book	Gold Full page	Full page	Half page	Quarter page	Quarter page
Acknowledgment with company name and logo in NPD promotional materials and event signage	X	X	X	X	
Company name and logo placement on AFP website	X	X	X	X	
Social Media acknowledgment	X	X	X	X	
Company name and logo prominently displayed during NPD luncheon	X	X	X		
Exhibitor's Tabletop	X	X		X	
Marketing or promotional item included in NPD Conference bag	X	X		X	
5-minute conference presentations				2	

ADDITIONAL OPPORTUNITIES

Individual Conference Session Partner (\$1,500)

2 seats at the NPD Awards Luncheon, acknowledgment with company name and logo in NPD promotional materials and event signage, company name and logo placement on AFP website, social media acknowledgment, company name and logo prominently displayed during NPD luncheon, exhibitor's tabletop, marketing or promotional item included in NPD Conference bag, one 5-minute conference presentation

NPDCAL Gift Partner (\$1,000)

2 seats at the NPD Awards Luncheon, gift area signage, exhibitor's table top, recognition in NPD promotional materials and event signage, marketing or promotional item included in NPD Conference bag

NPDCAL Coffee Break Partner (\$750)

2 seats at the NPD Awards Luncheon, coffee break area signage, exhibitor's table top, recognition in NPD promotional materials and event signage, marketing or promotional item included in NPD Conference bag

NPDCAL Exhibitor (\$550)

2 seats at the NPD Awards Luncheon, exhibitor's table top, recognition in NPD promotional materials and event signage, marketing or promotional item included in NPD Conference bag

NPDCAL Collateral Distribution Partner (\$250)

marketing or promotional item included in NPD Conference bag; no conference or luncheon tickets

PARTNER SUBMISSION FORM

Please fill out the form below and submit with payment to be recognized as a partner.

CONTACT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ PHONE _____

METHOD OF PAYMENT (REQUIRED)

- Credit Card (Visa/Mastercard/American Express) – online payment link to be provided
- Check (made payable to AFP-GLAC) – mail to PO Box 41130, Long Beach, CA 90853-1130

NOTES _____

Partnership Levels (Check All That Apply)

Holiday Mixer & Luncheon

- December (\$2,000)

Ethics Breakfast

- October (\$2,000)

Chapter Education Luncheons

- February (\$1,000)
- May (\$1,000)
- September (\$1,000)

Advanced Executive Forums

- April (\$750)
- August (\$750)

Young Professional Events

- March (\$500)
- June (\$500)

Local Area Round Tables

- January (\$250)
- July (\$250)
- October (\$250)

National Philanthropy Day Conference & Awards Luncheon

- Humanitarian Partner (\$8,000)
- Social Good Partner (\$5,000)
- Altruistic Partner (\$3,000)
- Conference Partner (\$2,500)
- Friend Partner (\$2,000)
- Individual Conference Session Partner (\$1,500)
- NPDCAL Gift Partner (\$1,000)
- NPDCAL Coffee Break Partner (\$750)
- NPDCAL Exhibitor (\$550)
- NPDCAL Collateral Distribution Partner (\$250)

Advertising with the Chapter

- Website Banner (\$1,000)
- eNewsletter Banner (\$600)

TOTAL AMOUNT DUE _____



Complete and send partner submission form to Debbie Even via fax or email.
714-771-3685 (P) • 714-908-9777 (F) • debbie@maplestreet.org