



National Philanthropy Day

Hosted by AFP, Northwest Arkansas Chapter

November 17, 2021 | Virtual Event

2021 Sponsorship Opportunities

PRESENTING SPONSOR: \$3,500 *Only one (1) available*

- National Philanthropy Day® Benefits
 - Recognition as Presenting Sponsor in all NPD promotions and website - Logo
 - Opportunity to make welcome remarks for the pre-produced NPD event
 - Exclusive sponsor post from AFP NWA on Facebook and Instagram
 - Opportunity to submit promotional video to be included in the NPD production
 - 1 Watch Party Celebration Box

CHAMPION SPONSOR: \$2,500 *Only one (1) available*

- National Philanthropy Day® Benefits
 - Recognition as Champion Sponsor in all NPD promotions and website - Logo
 - Opportunity to make remarks for the pre-produced AFP promotional video, which is a part of the NPD 2020 event
 - Exclusive sponsor post from AFP NWA on Facebook and Instagram
 - 1 Watch Party Celebration Box

AWARD SPONSOR: \$1,500 *Only one (1) available*

- National Philanthropy Day® Benefits
 - Recognition as Award Sponsor in all NPD promotions and website - Logo
 - Verbal recognition and Logo prior to award segment for the NPD event
 - Exclusive sponsor post from AFP NWA on Facebook and Instagram

BENEFACTOR SPONSOR: \$1,000 *(3) available*

- National Philanthropy Day® Benefits
 - Recognition as a Benefactor Sponsor in all NPD promotions and website- Logo
 - Verbal recognition in the pre-produced NPD event
 - Included in Sponsor Thank You Post on Facebook and Instagram

SUPPORTER SPONSOR: \$500

- National Philanthropy Day® Benefits
 - Recognition as a sponsor in all NPD promotions and website- Logo
 - Verbal recognition in the pre-produced NPD event
 - Included in Sponsor Thank You Post on Facebook and Instagram

FRIEND SPONSOR: \$250

- National Philanthropy Day® Benefits
 - Recognition as a sponsor in all NPD promotions and website- Text
 - Text recognition in the pre-produced NPD event
 - Included in Sponsor Thank You Post on Facebook and Instagram



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2021 Sponsorship Agreement

Contact Name: _____

Organization Name: _____

Address: _____

Phone: _____ Email: _____

Yes, we will support AFP by serving as a National Philanthropy Day® sponsor

- Presenting Sponsor: \$3,500 Champion Sponsor: \$2,500 Award Sponsor: \$1,500
- Benefactor Sponsor: \$1,000 Supporter Sponsor: \$500 Friend Sponsor: \$250
- In-Kind Sponsor: \$ _____ (Fair Market Value) Item
Description: _____

Name of your organization as it is to appear in printed materials and advertising:

- A logo file (.jpg or .png) will be emailed to NPDNWA@gmail.com
- Pay by check:** Make out to AFP NWA Chapter and mail to P.O. Box 9264, Fayetteville, AR 72703
- Pay by debit or credit card:** Visit the [NPD Northwest Arkansas website](https://www.npdnorthwestarkansas.org)

For internal use:

AFP Board Member Signature: _____ Date: _____

AFP Northwest Arkansas Chapter
PO Box 9264 • Fayetteville, AR 72703
[afpnwark.afpnet.org](https://www.afpnwark.afpnet.org)



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2021 Sponsorship Prospectus

About AFP

Association of Fundraising Professionals (AFP) is an association of professionals throughout the world that advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy. The Northwest Arkansas Chapter of the Association of Fundraising Professionals has the vision to be the organizational leader in the field of philanthropy in Northwest Arkansas.

Partnering with AFP

Become a partner today with AFP and start promoting your company to hundreds of AFP professionals, philanthropists, and community leaders. The sponsorship packages outlined within this prospectus are designed so that your company realizes enhanced recognition at AFP's annual National Philanthropy Day®, Summit Series, and monthly educational luncheons. Your investment is a tax-deductible contribution.

Partnering with AFP is your solution to:

- Building name recognition with nonprofits, philanthropists, and community leaders
- Introducing new products, services, and technologies
- Networking with fundraising and nonprofit professionals
- Establishing future customers
- Building new relationships and strengthening existing relationships
- Supporting the work of philanthropy in our community

Your partnership enables AFP to:

- Celebrate philanthropy in our community
- Continue innovative educational opportunities for fundraisers and nonprofit professionals
- Provide scholarships for AFP membership, educational conferences, and fundraising certification

PREVIOUS NATIONAL PHILANTHROPY DAY HONOREES

Outstanding Philanthropist

Jane Hunt Meade, 2020
Ted & Leslie Beldin, 2019
Nick & Gina Pendergraft, 2018
Thad & Melanie Beck, 2017
Charles Scharlau, 2016
Joel and Lynn Carver, 2015
Orville and Susan Hall, 2014
Mark and Diane Simmons, 2013
Jeannie Fleeman, 2012
Tony and Susan Hui, 2011
Julian & Nana Stewart, 2010
Fadil Bayyari, 2009
Greg & Hannah Lee, 2008
Jo Ann Soderquist, 2007
Hershel & Denise Garner, 2006
J.B. & Johnelle Hunt, 2005
Jim Blair, 2004
Billie Jo Starr, 2003
Mr. & Mrs. George Billingsley, 2002

Outstanding Volunteer Fundraiser

Mandy Macke, 2020
Greg Lee, 2019
Kirk & Cynthia Dupps, 2018
Gary & Robin George, 2017
Sach Oliver, 2016
Jeff Koenig, 2015
Mike Sewell, 2014
Mike Hill, 2013
Horace Hardwick, 2012
Sarah Kendall, 2011
Rhonda Woodruff, 2010
Jeff Schomburger, 2009
David Banks, 2008
David Thrasher, 2007
Woody Bassett, 2006
Mary Ann Greenwood, 2005
Fred Vorsanger, 2004
Ann Henry, 2003
Dick Trammel, 2002

Legacy Award

Jim & Cathy Crouch, 2019
Sandy Keiser Edwards, 2017
Lewis Epley, Jr., 2012
John & Lois Imhoff, 2005
Don Soderquist, 2004

Judges' Special Award

Northwest Arkansas Council, 2020
Jake McBride, 2019
Betsy McNabb Phillips, 2018
Citiscapes Magazine, 2017
Karen Parker, 2016
Donna & Dr. Brian Buell & Family 2013
Archie R. Schaffer III, 2010
Neile Jones, 2009
Frank Broyles, 2009

Outstanding Foundation

Whitaker Family Foundation, 2019
Chase Family Foundation, 2018
The Blue & You Foundation, 2017
Stella Smith Boyle Trust, 2015

Jackson L. Graves Foundation, 2014
Miller McNeil Woodruff Foundation, 2013
Beau Foundation, 2012
Charles Thomas and Mary Alice Pearson Educational Foundation, 2010
The Schmieding Foundation Inc., 2008
Washington Regional Medical Fdn, 2007
Donald W. Reynolds Foundation, 2006
Care Foundation, 2005
Bradberry Family Foundation, 2004
The Willard & Pat Walker Charitable Foundation, 2003

Outstanding Fundraising Executive

Emily Ironside, 2020
Dina Wood, 2019
Gay Prescott, 2018
Jody Dilday, 2017
Teresa Mills, 2016
Missy Kincaid, 2015
Kelly Kemp-McLintock, 2014
Charlotte Taylor, 2013
Dr. Jim Krall, 2012
Mark Power, 2011
Treva Hamilton, 2010
Tim Hudson, 2009
Jill Wagar CFRE, 2008
Clay & Sandy Edwards, 2005
Allison McElroy CFRE, 2003
G. David Gearhart, 2002

Outstanding Corporation

Unilever, 2020
The Coca-Cola Company, 2019
Cargill Corporation, 2018
Rockline Industries, 2017
Outdoor Cap, 2016
Greenwood Gearhart, 2015
Mars, Inc. 2015
General Electric Lighting, 2014
General Mills, 2013
Cox Communications, 2012
Arvest Bank, 2011
Harps Food Stores, Inc., 2010
Kimberly-Clark, 2009
Zero Mountain, Inc., 2008
Bank of Fayetteville, 2007
J.B. Hunt Transport Services, 2006
Procter & Gamble Inc., 2005
Wal-Mart Stores & SAM'S CLUB, 2004
Gillette, 2003
Tyson Foods, Inc., 2002

Outstanding Philanthropic Organization

NWA Martin Luther King, Jr. Council, 2017
Hogeye Marathons, Inc., 2015
Arkansas Single Parent Scholarship Fund, 2012
Northwest Medical Center Auxiliary, 2010
Will Golf 4 Kids & Color of Hope Gala, 2009
Junior League of NWA, 2008
Women's Giving Circle, 2007
Susan G. Komen Ozark Affiliate, 2004
Cancer Challenge, 2003

Ernie Lawrence Professional Advisor Award

Jerry Dossey, 2014
Lee Moore, 2013
Jim Harris, 2010
Chris Rogers, 2009
Micki Harrington, 2008
Lewis Epley, 2004
Jack Butt, 2003
Hugh Kincaid, 2002

Lifetime Philanthropic Achievement

The Schmieding Foundation, 2020
Dr. Morriss & Ann Henry, 2019
Dick Trammel, 2018
Ed Clifford, 2017
Billie Jo Starr, 2016
Dave Gearhart, 2015
Curtis and Jane Shipley, 2012
Richard Forsythe, 2011
Jack and Melba Shewmaker, 2010
Lewis Epley, 2009
David Lashley, 2008
Parks Family of Prairie Grove, 2007
Bob & Diane Shaw, 2006
John & Pat Cooper, 2005
Hugh Means, 2005
Malcolm & Ellen Hayward, 2004
Lawrence Schmieding, 2003
Bernice Jones, 2002
Willard & Pat Walker, 2002

Youth in Philanthropy Award (Group)

Fayetteville High School Student Council, 2020
Alpha Delta Pi, 2019
Alpha Chi Omega, 2018
Lemonade Day NWA, 2017
Girl Scouts Troops of NWA and Ft. Smith, 2016
Kappa Delta, Zeta Gamma Chapter, 2015
Lawn Mower Boys, 2012
Youth Strategies, 2011

Youth in Philanthropy Award (Individual)

Barrett Diebold, 2019
Gable Sloan, 2018
Meg Mauldin, 2017
Shannon Hart, 2016
Hayley Novich, 2015
Caitlin Murphy, 2014
Elise Everly, 2013
Julia Lyon, 2012
Sarah Burrell, 2011

Special AFP NWA Board Award

Adrian Luttrell, 2019

Covid-19 Hero Award

NWA Food Bank, 2020