

2019  
NATIONAL  
PHILANTHROPY  
DAY



NOVEMBER 4, 2019

11:00AM to 1:30PM

Town & Country Resort

Golden Pacific Ballroom

REGISTRATION BEGINS AT 10:30AM

SAN DIEGO CELEBRATES  
**PHILANTHROPY**

2019 SPONSORSHIP OPPORTUNITIES

# GET INVOLVED

## Celebrate Philanthropy and Volunteerism

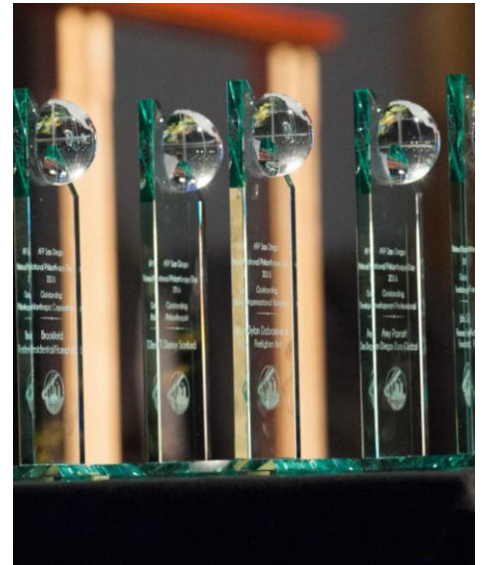
### BUSINESS COMMUNITY



### PHILANTHROPISTS



### NONPROFITS



### REACH NEW AUDIENCES

*Connect and network* with San Diego's leading philanthropists, corporate leaders, and nonprofit decision makers.

*Align your brand* with San Diego's leaders of philanthropic good will.

### SUPPORT CHARITIES YOU LOVE

*Share and celebrate* this special day with so many of the charities you love and adore. *You* make their work possible!

*Know* that your sponsorship supports our vital education programs.

### CELEBRATE YOUR SUPPORTERS

*Honor and recognize* your most cherished volunteers, board members, major donors, and corporate leaders.

*Be a visible leader* in San Diego's philanthropic and nonprofit community.

### NATIONAL PHILANTHROPY DAY | COMMITTEE CHAIRS

#### HONORARY

Wendy Urushima-Conn  
Epilepsy Foundation


























#### PLANNING

Nancy Sasaki  
United Way

#### RESOURCE DEVELOPMENT

David Lang  
Bastyr University

# 2019 SPONSORSHIP BENEFITS & RECOGNITION

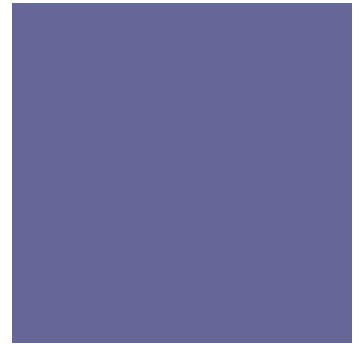
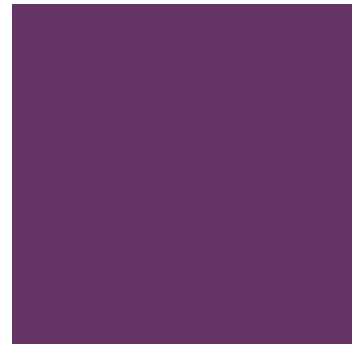
| BENEFITS  | PRESENTING SPONSOR  | COMMUNITY CHAMPION  | COMMUNITY LEADER   | COMMUNITY PARTNER   | COMMUNITY SUPPORTER   |
|---|---|---|--|---|---|
|   | \$20,000  | \$15,000  | \$10,000   | \$5,000   | \$2,500   |
| Name & logo on event signage, slideshow & program   |    |    |   |  |  |
| Tickets in Premier Seating  | <b>30</b>   | <b>25</b>   | <b>20</b>  | <b>10</b>   | <b>10</b>   |
| Featured identification in event collateral & publicity   |    |    |   |  |   |
| Placement in San Diego Business Journal ads   |    |    |   |  |   |
| Logo and website link on AFP San Diego Chapter website & e-blasts   |    |    |   |  |  |
| Recognition as Sponsor of one (1) AFP monthly educational event(s)—in program, website, and address from podium |   |   |  |   |   |
| Sponsor nonprofit representatives to attend NPD   | <b>10</b>   | <b>5</b>  | <b>2</b>   |   |   |
| Acknowledgement from stage during event   |  |  |  |   |   |
| Option of 90 second video clip or logo featured in Sponsor Tribute Video; Logo in Event Video                   |  |   |  |   |   |
| Opportunity to provide guests with promotional materials  |  |   |  |   |   |

## COMMUNITY PATRON - \$1,500

- ✓ Name & Logo on Event Materials
- ✓ Logo on Event Signage
- ✓ Preferred seating for table of 10

## TABLE HOST - \$1,000

- ✓ Name recognition on Event Invitation
- ✓ Name listed on Event Program
- ✓ Preferred seating for table of 10



# BY THE NUMBERS

Association of Fundraising Professionals (AFP) San Diego

**31,500**

AFP MEMBERS  
NATIONWIDE

**350**

LOCAL MEMBERS  
FROM SAN DIEGO &  
IMPERIAL COUNTIES

**1974**

YEAR AFP SAN DIEGO  
CHAPTER CREATED

**860**

NUMBER OF NPD SAN  
DIEGO ATTENDEES in  
2018

**25**

STANDARDS IN THE AFP  
CODE OF ETHICAL  
STANDARDS

**86%**

OF SAN DIEGANS EXPRESSED  
OVERALL CONFIDENCE  
IN LOCAL NONPROFITS\*

**50%**

OF HOUSEHOLDS GAVE  
MONETARY DONATIONS TO A  
SAN DIEGO NONPROFIT IN 2017\*

**11,234**

NONPROFITS  
IN SAN DIEGO COUNTY

\* Young, E., Deitrick, L., Strawser, C., Durnford, J. (2018). Annual Report: State of Nonprofits and Philanthropy in San Diego. San Diego, CA: Caster Family Center for Nonprofit and Philanthropic Research, University of San Diego.

The San Diego Chapter of the worldwide Association of Fundraising Professionals (AFP) upholds the mission of the international association and advances philanthropy in the San Diego region by enabling members, prospective members and representatives of other organizations to practice effective and ethical fundraising.



# National Philanthropy Day 2019 Sponsorship Pledge Form

Hosted by the Association of Fundraising Professionals San Diego Chapter

Please provide the following contact information:

Contact: \_\_\_\_\_ Organization: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

- Yes! We are committing a sponsorship for San Diego Celebrates 2019 National Philanthropy Day at the level below.

**We agree to submit payment by August 31, 2019.**

|  |  |
|--|--|
| <input type="checkbox"/> \$20,000 Presenting Sponsor | <input type="checkbox"/> \$2,500 Community SUPPORTER |
| <input type="checkbox"/> \$15,000 Community CHAMPION | <input type="checkbox"/> \$1500 Community PATRON     |
| <input type="checkbox"/> \$10,000 Community LEADER   | <input type="checkbox"/> \$1,000 Table Host          |
| <input type="checkbox"/> \$5,000 Community PARTNER   | <input type="checkbox"/> Other: _____                |

- I would like to order \_\_\_\_\_ single ticket(s) for National Philanthropy Day for \$100 each.

### Important Deadlines

For logo/name inclusion in materials, we must receive your sponsorship commitment by the following dates:

- Invitations & Sponsor Video Tribute: **September 1, 2019**
- Event Program & Guest List: **October 1, 2019**
- You will be asked to provide your guest list and logo to [katiegomez@afpsd.org](mailto:katiegomez@afpsd.org)

### Payment Type

- Check enclosed/pledge – Preferred** Amount \$ \_\_\_\_\_
- Credit Card**  
 Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_
- Optional: Pay administrative credit card fee to ensure full sponsorship (2%)** \_\_\_\_\_ (yes/no)

Please complete and submit pledge form and email to: [katiegomez@afpsd.org](mailto:katiegomez@afpsd.org)  
 By Mail: AFP San Diego Chapter, PO Box 882088, San Diego, CA 92168  
 Katie Gomez: (760) 518-0776. EMAIL: [katiegomez@afpsd.org](mailto:katiegomez@afpsd.org) // <http://afpsandiego.afpnet.org>



**Thank You**

For Honoring & Celebrating  
PHILANTHROPY,  
Strengthening Our Nonprofits &  
Working Together to Build a  
Greater San Diego!



**FOR ADDITIONAL INFORMATION:**

KATIE GOMEZ  
CHAPTER MANAGER  
AFP SAN DIEGO  
(760) 518-0776  
[katiegomez@afpsd.org](mailto:katiegomez@afpsd.org)