

2021 Annual Fundraising and Networking Conference Sponsorship Opportunities



Our hybrid conference model will allow your organization the opportunity to engage with in-person and virtual attendees while choosing the sponsorship benefits that work best for you!

Our **\$200** base conference benefits include:

- Listing recognition
 - Event emails
 - AFP WNY website
 - AFP WNY social media accounts
 - Registration area signage
 - Podium signage
 - Scrolling PowerPoint
- Verbal recognition in opening remarks
- Optional inclusion in swag bag and raffle



FAST
FACTS

550

Current email
count

120

attendees
in 2019

35

Avg. attendees for
mini programs

Upgrades include:

Tier I Upgrades	<ul style="list-style-type: none"> • Listing with hyperlink in all communications* • Discounted program admission (for up to 2 people) with vendor table • Logo with hyperlink in all communications* • Spotlight email from chapter* • Blog opportunity* • Speaking opportunity (One 5-min. introduction)* • Sponsor a scholarship* 	<p>\$50</p> <p>\$100</p> <p>\$100</p> <p>\$100</p> <p>\$100</p> <p>\$100</p> <p>Inquire for pricing</p>
Tier II Upgrades	<ul style="list-style-type: none"> • Speaking opportunity (One 15-min. presentation)* • Demo of vendor product* • Email to registrant list (through Chapter Manager)* <ul style="list-style-type: none"> → Prior to conference* → After conference* 	<p>\$250</p> <p>\$300</p> <p>\$350 (save \$50) \$200 \$200</p>
Tier III Upgrades	<ul style="list-style-type: none"> • Sponsor alternative communication services (interpretation and/or closed captioning)* • Sponsor swag bags • Sponsor networking refreshments (morning or afternoon) • Sponsor headshot photo booth • Sponsor virtual care packages* 	<p>\$500</p> <p>\$500</p> <p>\$500</p> <p>\$500</p> <p>\$1000</p>

*virtual-friendly

Glossary of Terms

Sponsor a Scholarship: Provide registration for a member of the AFP WNY community.

Listing with Hyperlink: Your organization's website will be accessible by clicking on the name.

Logo with Hyperlink: Your organization's website will be accessible by clicking on the logo.

Spotlight Email: The AFP WNY Chapter will send an email to our entire listserv providing an overview of your organization's services (200 words or less).

Blog Opportunity: Write a blog post for our AFP WNY website and our listserv will be directed to the post.

Speaking Opportunity (Introduction): Introduce one of our speakers and have the opportunity to briefly explain your organization's services.

Speaking Opportunity (Presentation): Chance to speak for 15 minutes following one of our presenters to the attendees about your organization's services.

Demo Product: Demo your organization's product on a widespread scale to attendees.

Email to Registrant List: Send an email through our Chapter Manager to the registrant list (500 words or less).

Alternative Communication Services: Provide variety of communication services for attendees (for example: interpretation, closed captioning).

Sponsor Swag Bags: Your organization's logo will appear on the swag bags provided to in-person attendees, and filled with swag from our sponsors.

Sponsor Networking Refreshments: Your organization would be named as providing breakfast (AM attendees) or happy hour (PM attendees).

Sponsor Virtual Care Packages: Your organization would be named as providing mailed swag bags to attendees joining us virtually.