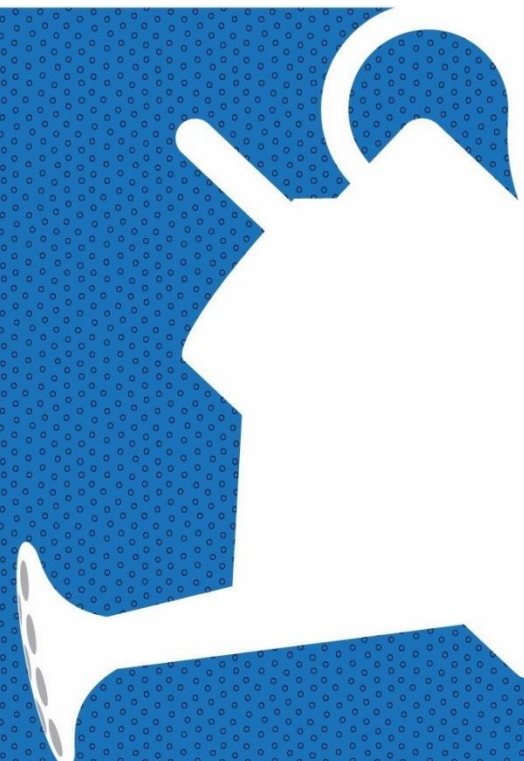


28TH ANNUAL
**NATIONAL
PHILANTHROPY
DAY**

NOVEMBER 6, 2019



**SPONSORSHIP
OPPORTUNITIES**

CHANGE
THE
WORLD
WITH
A
GIVING
HEART

National Philanthropy Day

Wednesday, November 6, 2019

The Henry Hotel

300 Town Center Drive, Dearborn, MI 48126

Sponsorship Opportunities



National Philanthropy Day is the Association of Fundraising Professionals Greater Detroit Chapter's premier annual event. This year, we celebrate 28 years of honoring outstanding contributions of philanthropists, distinguished volunteers, and individuals active in nonprofits throughout the Southeastern Michigan community.

Join nearly 700 guests, corporate and civic leaders, socially active philanthropists and community volunteers as we pay tribute to the great contribution that philanthropy has made to our lives, our community, our nation, and our world.

Join the many other companies, foundations, and individuals who are showing their commitment to cultivating a culture of giving in our Southeastern Michigan community by becoming a National Philanthropy Day sponsor today!

Why Sponsor National Philanthropy Day? As a National Philanthropy Day Sponsor, you will receive extensive sponsorship recognition in front of southeastern Michigan's largest gathering of individual and institutional funders, board members, community volunteers, and not-for-profit leaders. You will also help support AFP Greater Detroit's work in promoting high ethical standards in fundraising, with proceeds dedicated to the chapter's education, scholarship and diversity programs.

The Association of Fundraising Professionals (AFP) exists to foster the development and growth of fundraising professionals, to preserve and enhance philanthropy and volunteerism, and to promote the highest ethical standards in the fundraising profession.

Confirm your commitment by completing our online form here.

Please contact Rebecca Hepner for more information at Rebecca.Hepner@kidsalive.org or 248.892.6355.

28th Annual National Philanthropy Day

Sponsorship Level & Benefits	Presenting Sponsor \$20,000	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	Vignette Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Bronze Sponsor \$2,000
List of AFP NPD attendees for mailing	X						
Recognized in all media as "Presenting Sponsor"	X						
Dedicated sponsor sign at NPD Event	X						
Email to AFP NPD participants	X	X					
Article in AFP NPD event program	X	X					
Opportunity to sponsor NPD Award	X	X					
Organization listed and link in the AFP GDC e-Newsletter (distributed in October and December)	X	X	X				
Customized promotion on social media	3X	2X	1X				
Recognition of organization's support from the podium by emcee	X	X	X	X	X		
Complimentary tickets to attend another AFP chapter event with recognition at the event	4 tickets	4 tickets	2 tickets	2 tickets	2 tickets		
Banner Ad on AFP Greater Detroit Chapter website	Oct/Nov/Dec	Oct/Nov/Dec	Oct/Nov	Nov	Nov		
Company logo prominently displayed on sponsorship signage at event	X	X	X	X	X		
Organization recognized at registration and cocktail area	X	X	X	X	X	X	
Organization logo or name included in event invitation	X	X	X	X	X	X	
Table of ten (10) seats at the Award dinner	2 Tables	2 Tables	2 Tables	1 Table	1 Table	1 Table	1 Table
Recognition in event program	Full Page (Inside Back or Inside Front cover)	Full Page (inside Back or inside Front cover)	Full Page	Half Page	Half Page	1/4 Page	Listed
Organization listed on AFP Greater Detroit Chapter Website	Oct/Nov/Dec	Oct/Nov/Dec	Oct/Nov	Oct/Nov	Oct/Nov	Oct/Nov	Nov
Organization listed in the event slideshow	X	X	X	X	X	X	X
Opportunity to nominate volunteer(s) for Distinguished Volunteer Award	X	X	X	X	X	X	X

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28th Annual National Philanthropy Day Sponsorship Opportunities

Presenting Sponsor - \$20,000

- Two tables of ten (10) seats at the awards dinner
- Recognized in all media as “Presenting Sponsor”
- One article in the event program*
- One email to NPD participants sent by AFP Greater Detroit Chapter
- A list of the NPD attendees for one-time mailing
- Opportunity to sponsor one of the NPD awards
- Dedicated sponsorship sign at event
- Your organization listed in the event slideshow
- Your organization listed as a “Presenting Sponsor” on the AFP Greater Detroit Chapter website in October, November and December
- One full-page of recognition for your company in event program on the inside back or inside front cover*
- Your organization logo in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the months of October, November and December
- Your organization’s logo prominently displayed on sponsorship signage at event
- Four (4) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Recognition of your organization’s support from the podium by the event emcee
- Your organization listed and link in the AFP Greater Detroit Chapter e-Newsletter distributed in October and December of your sponsorship year (if committed by the 25th of the month prior)
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Three (3) customized promotions on social media

*Sponsorship must be committed before print deadline for this benefit.

Diamond Sponsor - \$15,000

- Two tables of ten (10) seats at the awards dinner
- Opportunity to sponsor one of the NPD awards
- One article in the event program*
- One email to NPD participants sent by AFP Greater Detroit Chapter
- Your organization listed as a “Diamond Sponsor” on the AFP Greater Detroit Chapter website in October, November and December*
- One full-page of recognition for your company in event program on the inside back or inside front cover *
- Your organization logo in event invitation*
- Your organization listed in the event slideshow
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the months of October, November and December
- Your organization’s logo prominently displayed on sponsorship signage at event
- Four (4) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Recognition of your organization’s support from the podium by the event emcee
- Your organization listed and link in the AFP Greater Detroit Chapter e-Newsletter distributed in October and December of your sponsorship year (if committed by the 25th of the month prior)
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Two (2) customized promotions on social media

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28th Annual National Philanthropy Day Sponsorship Opportunities

Platinum Sponsor - \$10,000

- Two tables of ten (10) seats at the awards dinner
- Your organization listed in the event slideshow
- Your organization listed as a “Platinum Sponsor” on the AFP Greater Detroit Chapter website in October and November
- One full-page of recognition for your company in event program*
- Your organization listed in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the months of October and November
- Your organization’s logo prominently displayed on sponsorship signage at event
- Two (2) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Recognition of your organization’s support from the podium by the event emcee
- Your organization listed and link in the AFP Greater Detroit Chapter e-Newsletter distributed during October and December of your sponsorship year (if committed by the 25th of the month prior)
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- One (1) customized promotion on social media

*Sponsorship must be committed before print deadline for this benefit.

Vignette Sponsor - \$7,500

- Table of ten (10) seats at the awards dinner
- Your organization listed in the event slideshow
- Your organization listed as a “Vignette Sponsor” on the AFP Greater Detroit Chapter website in October and November
- One half-page of recognition for your company in event program*
- Your organization listed in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the month of November
- Your organization’s logo prominently displayed on sponsorship signage at event
- Two (2) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Recognition of your organization’s support from the podium by the event emcee
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

*Sponsorship must be committed before print deadline for this benefit.

28th Annual National Philanthropy Day Sponsorship Opportunities

Gold Sponsor - \$5,000

- Table of ten (10) seats at the awards dinner
- Your organization listed in the event slideshow
- Your organization listed as a “Gold Sponsor” on the AFP Greater Detroit Chapter website in October and November
- One half-page of recognition for your company in event program*
- Your organization listed in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the month of November
- Your organization’s logo prominently displayed on sponsorship signage at event
- Two (2) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Recognition of your organization’s support from the podium by the event emcee
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

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Silver Sponsor - \$3,000

- Table of ten (10) seats at the awards dinner
- Your organization listed in the event slideshow
- Your organization listed as a “Silver Sponsor” on the AFP Greater Detroit Chapter website in October and November
- One quarter-page of recognition for your company in event program*
- Your organization listed in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

*Sponsorship must be committed before print deadline for this benefit.

Bronze Sponsor - \$2,000

- Table of ten (10) seats at the awards dinner
- Your organization listed in the event slideshow
- Your organization listed on the AFP Greater Detroit Chapter website in November
- Your organization listed in the event program*
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

*Sponsorship must be committed before print deadline for this benefit.

28th Annual National Philanthropy Day Corporate Sponsorship Opportunities

Sponsorship Level & Benefits	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Sponsor a Non-Profit \$2,500	Bronze Sponsor \$2,000
Email to NPD participants	X			
Customized promotion on social media	1X			
Organization listed and link in the AFP chapter e-Newsletter distributed during October and December	X	X		
Recognition of organization's support from the podium by emcee	X	X		
Complimentary tickets to attend another AFP chapter event with recognition at the event	2 tickets	2 tickets		
Company logo prominently displayed on sponsorship signage at NPD event	X	X		
Banner ad on AFP chapter website	Oct/Nov/Dec	Oct/Nov		
Organization recognized at registration and cocktail area	X	X	X	X
Organization logo or name included in event invitation	X	X	X	X
Seats at the NPD awards dinner	2 Seats	2 Seats	10 seats – 2 for corporation and 8 for non-profit	2 Seats
Recognition in event program	Full Page	Full Page	Half Page	Half Page
Organization listed on AFP Greater Detroit Chapter Website	Oct/Nov/Dec	Oct/Nov	Nov	Nov
Organization listed in the event slideshow	X	X	X	X
Opportunity to nominate volunteer(s) for Distinguished Volunteer Award	X	X	X	X

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28th Annual National Philanthropy Day Corporate Sponsorship Opportunities

Platinum Sponsor - \$10,000

- One (1) email to NPD participants sent by AFP Greater Detroit Chapter
- One (1) customized promotion on social media
- Your organization listed in the event slideshow
- Your organization listed as a “Platinum Sponsor” on the AFP Greater Detroit Chapter website in October, November, and December
- One full-page of recognition for your company in event program*
- Your organization logo on event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the months of October, November and December
- Your organization’s logo prominently displayed on sponsorship signage at event
- Recognition of your organization’s support from the podium by the event emcee
- Two (2) seats at the awards dinner
- Your organization listed and link in the AFP GDC e-Newsletter distributed during October and December of your sponsorship year (if committed by the 25th of the month prior)
- Two (2) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Ability to nominate volunteer(s) for NPD Distinguished Volunteer Award

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Gold Sponsor - \$5,000

- Your organization listed in event invitation*
- Your organization listed in the event slideshow
- Your organization listed as a “Gold Sponsor” on the AFP Greater Detroit Chapter website in October and November
- One full-page of recognition for your company in event program*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Banner ad on the AFP Greater Detroit Chapter website during the months of October and November
- Your organization’s logo prominently displayed on sponsorship signage at event
- Recognition of your organization’s support from the podium by the event emcee
- Two (2) seats at the awards dinner
- Your organization listed and link in the AFP Greater Detroit Chapter e-Newsletter distributed during October and December of your sponsorship year (if committed by the 25th of the month prior)
- Two (2) complimentary tickets to attend another AFP Greater Detroit Chapter event within a year with recognition
- Ability to nominate volunteer(s) for NPD Distinguished Volunteer Award

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28th Annual National Philanthropy Day Corporate Sponsorship Opportunities

Sponsor a Non-Profit - \$2,500

- Table of ten (10) seats at the awards dinner – Two (2) tickets for the corporation and eight (8) tickets for a non-profit
- Your organization listed in the event slideshow
- Your organization listed as a “Non-Profit Sponsor” on the AFP Greater Detroit Chapter website in November
- One half-page of recognition for your company in event program*
- Your organization listed in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure nearly than 700 event attendees
- Ability to nominate volunteer(s) for NPD Distinguished Volunteer Award

*Sponsorship must be committed before print deadline for this benefit.

Bronze Sponsor - \$2,000

- Your organization listed in the event slideshow
- Your organization listed as a “Non-Profit Sponsor” on the AFP Greater Detroit Chapter website in November
- One half-page of recognition for your company in event program*
- Your organization listed in event invitation*
- Your organization listed at the registration area and cocktail reception, providing exposure to nearly 700 event attendees
- Two (2) seats at the awards dinner
- Ability to nominate volunteer(s) for NPD Distinguished Volunteer Award

*Sponsorship must be committed before print deadline for this benefit.

Event Program Ad Pricing

- Full Page Ad - \$750
- Half Page Ad - \$ 500
- Quarter Page Ad - \$250

*Ad artwork must be committed before print deadline.

In-Kind Opportunities

AFP Greater Detroit welcomes the opportunity to form in-kind partnerships with companies and organizations that provide goods or services that would offset planned expenses of the organization.

Please contact Rebecca Hepner at Rebecca.Hepner@kidsalive.org or 248.892.6355 to learn more.