

2025 AFP Greater Detroit Sponsorships

Annually, the Association of Fundraising Professionals Greater Detroit Chapter (AFP GDC) seeks to inspire, educate, and coalesce some 900 individuals – fundraisers, board members, non-profit leaders, and volunteers – across seven counties by:

- Fostering the professional development and growth of fundraising professionals;
- Preserving and enhancing philanthropy and volunteerism; and
- Promoting the highest ethical standards and best practices recognized by the fundraising profession worldwide.

We invite you to partner with AFP Greater Detroit Chapter in meeting our community's need for fundraising training and education and public programs that advance the understanding of charitable giving by making a sponsorship commitment to support the Chapter's activities.

Need & Who is Served

Our region's wide array of non-profit organizations, philanthropists, individual donors, foundations, corporations, and municipal, state and federal partners, collaborate to advance quality of life across our communities. Fundraising and charitable giving is at the heart of funding this vital work.

Community leaders, non-profit practitioners, and individuals engaged in securing charitable dollars continue to voice the need for ongoing professional development for themselves, staff members, and volunteers engaged in fundraising. This community also values and actively participates in Chapter-hosted public programs that address emerging trends in the charitable giving sector.

AFP Greater Detroit Chapter fills this community need annually with four core offerings plus one in-depth training session.

- 1) **Education Sessions** feature engaging conversations and presentations on fundraising best practices, data-driven decision making, ethics discussions, and current topics within the charitable giving sector. Mindful of the number of communities our Chapter serves, education sessions are offered online or in-person at rotating locations across the region. Nine one-hour sessions are facilitated each year.

- 2) **Philanthropy Breakfast & Panel Discussion:** Panel and small group discussions featuring local and national fundraising and philanthropy experts dive into the latest trends and crucial topics.
- 3) **National Philanthropy Day (NPD) Awards Ceremony & Networking Dinner:** This incredibly important evening gives our community an opportunity to thank donors, funders, and volunteers who are deeply invested in advancing the quality of life across our communities. NPD awardees are nominated by community organizations and winners are featured during the networking dinner.
- 4) **Fisher Fellows Program:** Approximately two dozen early career fundraising professionals are selected to participate in a year-long program of mentoring and skills building to support their engagement and professional development in the fundraising sector.
- 5) **Annual Special Training:** Our Chapter hosts two AFP-designed training seminars on a rotating basis. These in-depth trainings serve approximately 20 people each year.

In June 2025, we will host the AFP Fundamentals of Fundraising. This is an introductory, 2-day course providing a comprehensive overview of fundraising principles at the fundamental level. The course is taught in an active learning style and includes case studies and projects for groups and individuals. The AFP Certified Fund Raising Executive (CFRE) Refresher Course will be offered in 2026. This training uses case studies to provide a “refresher” of the six fundraising knowledge domains and the core principles and concepts that all experienced fundraising professionals should know.

Each year these offerings reach 900 individuals representing hundreds of non-profit organizations.

- 200+ Education Session participants
- 275 Guests at Philanthropy Breakfast & Panel Discussion
- 400+ Guests at National Philanthropy Day Awards Ceremony & Networking Dinner
- 24 Fisher Fellows
- 20 Participants at Annual Special Training

2025 Save the Date

Monthly	Education Programs – Details provided upon request
June 16 & 17	AFP Fundamentals of Fundraising
October 9	Philanthropy Day Breakfast & Panel Discussion
November 13	National Philanthropy Day Awards Ceremony & Networking Dinner

Help train fundraising professionals and promote charitable giving in Metro Detroit with your AFP Greater Detroit Chapter Sponsorship!

2025 SPONSORSHIP LEVELS

All sponsor levels offer donors the opportunity for name/brand recognition, registration passes, and direct exposure to local non-profit leaders.

NEW this year, please consider a 2-year commitment for support in 2025 and 2026 with annual payments requested by August 30, or on a mutually agreed upon schedule. Multi-year commitments save time and effort for sponsors and solicitors and enables budget planning and payment scheduling. Two-year sponsors will receive all benefits for their gift level each year.

Please lock in your commitment May 30 for the greatest exposure across the 2025 program year; payment not required to submit your sponsor form. Benefits will be activated with signed commitment form. Sponsors are welcome to decline some or all registration passes. Tax-deductible portion of sponsorship will be shared in July after event costs are finalized.

\$25,000 Presenting Sponsor (*non-exclusive; seeking 4 partners*)

- Highlighted as a Presenting Sponsor at all 2025 programs and events including the Philanthropy Breakfast, National Philanthropy Day Awards Ceremony & Dinner, and all education sessions and trainings.
- Announcement with logo on social media channels
- Prominent logo recognition:
 - On AFP Greater Detroit Chapter Website
 - In event emails
 - All print and electronic materials
- 12 Registrations for each of the following:
 - Education Sessions (Excludes Fundamentals of Fundraising Course & CFRE)
 - Philanthropy Breakfast
 - NPD Awards Ceremony & Networking Dinner
- Opportunity to participate in Philanthropy Breakfast Panel
- Opportunity to give welcome remarks at NPD

\$10,000 Platinum Sponsor

- Highlighted as Platinum Sponsor at all 2025 programs and events including the Philanthropy Breakfast, National Philanthropy Day Awards Ceremony & Dinner, and all education sessions and trainings.
- Announcement with logo on social media channels
- Logo recognition:
 - AFP Greater Detroit Chapter Website
 - All print and electronic materials
- 8 Registrations for each of the following:
 - Education Sessions (Excludes Fundamentals of Fundraising Course & CFRE)
 - Philanthropy Breakfast
 - NPD Awards Ceremony & Dinner
- Opportunity to give welcome remarks at Annual Special Training

\$5,000 Silver Sponsor

- Highlighted as Silver Sponsor at all 2025 programs and events including the Philanthropy Breakfast, NPD Awards Ceremony & Dinner, and all education sessions and trainings.
- Shared announcement with logo on social media channels
- Logo recognition:
 - AFP Greater Detroit Chapter Website
 - All print and electronic materials
- 6 Registrations for each of the following:
 - Education Sessions (Excludes Fundamentals of Fundraising Course & CFRE)
 - Philanthropy Breakfast
 - NPD Awards Ceremony & Dinner

\$2,500 Bronze Sponsor

- Highlighted as Bronze Sponsor at all 2025 programs and events including the Philanthropy Breakfast, National Philanthropy Day Awards Ceremony & Dinner, and all education sessions and trainings.
- Shared announcement with logo on social media channels

- Logo recognition:
 - AFP Greater Detroit Chapter Website
 - All print and electronic materials
- 4 Registrations for each of the following:
 - Education Sessions (Excludes Fundamentals of Fundraising Course & CFRE)
 - Philanthropy Breakfast
 - NPD Awards Ceremony & Dinner

\$1,000 Supporting Member

- Highlighted as Supporting Member at the NPD Awards Ceremony & Networking Dinner
- Logo recognition on AFP Greater Detroit Chapter Website
- 2 Registrations for each of the following:
 - Philanthropy Breakfast
 - NPD Awards Ceremony & Networking Dinner

\$500 Contributing Member

- Highlighted as Contributing Member at the NPD Awards Ceremony & Dinner
- Name recognition on AFP Greater Detroit Chapter Website
- 2 Registrations for the NPD Awards Ceremony & Dinner

Questions about the impact of your sponsorship, benefits, or event details? Please contact:

Michelle Devine, CFRE
AFP GDC Sponsor Coordinator
Cell: 513-913-1171
michelle.d.devine@gmail.com

Becky Harris
AFP GDC Chair Education & Programs Committee
Cell: 810-728-6287
bharris@eversightvision.org

Please submit your completed sponsor form to:

Michelle Groth
AFP GDC
PO Box 598, Oxford, MI 48371
mgroth@afpdet.org

SPONSOR TO DO LIST

- 1) Select Sponsorship Commitment Level
- 2) Complete Contact Information
- 3) Select Payment Preference
- 4) Indicate if you are accepting or declining benefits
- 5) Give this form to the AFP member who requested your support OR email it to Michelle Groth at mgroth@afpdet.org.

This pledge form will be available online after May 1:

<https://community.afpnet.org/afpmigreaterdetroitchapter/home>

1) SPONSORSHIP COMMITMENT

- ☐ \$25,000 Presenting Sponsor
☐ \$10,000 Platinum Sponsor
☐ \$ 5,000 Silver Sponsor
☐ \$ 2,500 Bronze Sponsor
☐ \$ 1,000 Supporting Member
☐ \$ 500 Contributing Member

☐ YES, WE WILL SUPPORT YOU AT THIS
LEVEL IN 2025 & 2026

2) CONTACT INFORMATION *Please Print*

Company, Foundation, or Individual Name (as you wish it to appear in recognition materials)

Contact Person for Payment and Benefit Fulfilment

Billing Address / City / State / Zip

Phone & Email

3) PAYMENT PREFERENCE

- ☐ We will pay online by credit card.
☐ Please send me an invoice in July for Payment by August 30.
☐ We will pay the full amount in the month of _____. An invoice will be emailed 30 days prior.

4) BENEFIT ACCEPTANCE

- ☐ Yes, we accept all benefits listed in the sponsor packet for our corresponding level.
☐ We accept all marketing & recognition benefits but do not need event registrations.
☐ We wish to talk to a chapter representative about our benefits because we may not need all our event registrations, etc.

****If using your event registration benefits, all guest names must be submitted 30 days before the event.****