



SPONSOR OPPORTUNITIES

2023-2024

The Western MA chapter of the global organization AFP (Association of Fundraising Professionals) is an important resource for philanthropy professionals throughout our region. The AFP-WMA Chapter holds monthly events, virtually or in-person, that provide meaningful professional development and networking opportunities.

- You can increase your organization's recognition and build relationships among hundreds of AFP members and associated professionals from nonprofit organizations throughout western and central Massachusetts.
- AFP WMA programs draw decision-makers from the local philanthropic community including chief development officers, senior administrators, board members, and volunteers.
- Sponsorship of AFP MA is a twelve-month engagement, ending on the anniversary of the enrollment. It includes visibility in chapter programs plus year-long exposure in marketing materials, social media, and email communications to 1,000+ contacts biweekly, and on the chapter website.

Key Demographics:

- **1,000+ live emails contacted biweekly**
- **Hundreds of leadership-level development officers reached monthly**
- **100+ program attendees annually**

AFP Sponsorship chairs are available anytime at **AFPWMA@gmail.com** for questions. To secure your sponsorship with AFP MA please make a pledge by emailing us now.

For details on becoming a Chapter member, you may also email **AFPWMA@gmail.com**.

All sponsorships may be customized to your preferences. See p. 2 for details on sponsor levels please contact Chapter Administrator for details **AFPWMA@gmail.com**

All sponsorship benefits will be honored from the date of commitment.



SPONSOR LEVELS

2023

STRATEGIC PARTNER \$1,500 (chapter member price **\$1,000**)

Exclusive recognition as a Strategic Partner sponsor in all print/media/web/promotional materials for 12 months to include 4 programs, 8 networking events, and 1 course

- Your company logo, tag line on website and in all promotions
- Sponsors promotional material given with program and course materials
- One AFP-WMA Newsletter advertisement
- Opportunity to address registrants at start of one program and the course

ADVANCEMENT PARTNER \$750 (chapter member price **\$500**)

Recognition in all print/media/web/promotional materials for 4 programs and 1 course

- Your company logo, tag line on website and in promotions
- Sponsors promotional material given with program and course materials
- One AFP-WMA Newsletter advertisement
- Opportunity to address participants at start of one program

NETWORKING PARTNER \$350 (chapter member price **\$250**)

Recognition in all print/media/web/promotional materials for 4 networking events

- Your company logo, tag line on website and in promotions
- Opportunity to address participants at start of two networking events
- Opportunity to request contact info from registrants

MEMBERSHIP PARTNER \$100 (for chapter members only)

Recognition in all print/media/web/promotional materials for 1 networking event

- Your company logo, tag line on website and in event promotions
- Opportunity to address participants at start of 1 program
- Opportunity to request contact info from registrants

All of the above may be customized to your preferences
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