



# National Philanthropy Day 2025

CELEBRATING PHILANTHROPY IN CHARLOTTE

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## 2025 Sponsorship Opportunities

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11.13.25

THE REVELRY AT CAMP NORTH END

### Contact

**Phone** (980) 585-0499  
**Website** [afpcharlotte.org](http://afpcharlotte.org)  
**Email** [mblackburn@ywcacentralcarolinas.org](mailto:mblackburn@ywcacentralcarolinas.org)  
**Address** P.O. Box 11131 Charlotte, NC 28220



# ABOUT NATIONAL PHILANTHROPY DAY...



National Philanthropy Day is the Association of Fundraising Professionals (AFP) Charlotte's signature event, celebrating the extraordinary individuals, businesses, and organizations that shape the Charlotte community through their generosity and dedication. This inspiring annual event brings together over 400 of Charlotte's top philanthropic and business leaders to honor the many ways giving back transforms our community. **Our 2025 National Philanthropy Day will take place on Thursday, November 13th at 11:30am at The Revelry at Camp North End.**

As our largest event of the year, National Philanthropy Day uplifts the critical role of philanthropy in addressing our community's most pressing needs. From enhancing access to education and housing to fostering inclusivity and innovation, this event highlights how philanthropy drives lasting change across all corners of Charlotte.

This year's program will honor outstanding philanthropists and feature inspiring stories from honorees whose generosity has created pathways for progress and opportunity. Together, we'll celebrate the collective impact of philanthropy across organizations, businesses, and individuals who work together to make our community thrive.

**We are excited to partner with our sponsors to create an unforgettable event that celebrates the power of philanthropy to build a stronger, more equitable Charlotte. Join us in honoring those who embody the spirit of giving and inspire us all to make a difference.**

## ABOUT AFP Charlotte

**At AFP Charlotte, our mission is to advance philanthropy by fostering effective and ethical fundraising practices.** We provide our members with valuable opportunities to grow and succeed, including access to high-quality educational programs, professional development resources, and a strong network of peers. Through monthly workshops, affinity groups, and webinars led by national and international experts, members gain insights and tools to elevate their impact. Additionally, we connect fundraisers to regional and international conferences that inspire innovation and deepen expertise. We are proud to foster the growth of fundraisers, promote ethical standards, and amplify the transformative power of giving in Charlotte and beyond.

**Interested in purchasing a table, individual tickets or ad space? Visit [AFP Charlotte](#) to learn more.**

# HEART OF CHARLOTTE PRESENTING SPONSOR

\$10,000

## PRE-EVENT BENEFITS

- Featured story in AFP's digital newsletter on how your business supports AFP's mission, shared on AFP's social media
- Prominent logo placement on email save-the-date (sent to 3,000+ recipients, 60% avg. open rate)
- Admission for three to one AFP Charlotte education program of your choice in 2025
- Logo placement in all event related e-blasts
- Prominent logo placement on AFP's event webpage hyperlinked to your site (over 52,000 annual views across over 11,000 unique visitors)
- Sponsorship recognized on social media on Facebook, X (formerly Twitter), & LinkedIn on every event related post, including logo

## DURING-EVENT BENEFITS

- Opportunity for one representative to provide opening remarks during the event (~400 attendees)
- Logo placement in event videos featuring award honorees
- Verbal recognition during event
- Prominent logo placement in scrolling slideshow before event begins
- Full page advertisement and full page back cover advertisement of the event program placed at each seat, in addition to prominent sponsorship recognition throughout the program
- Prominent logo placement on printed signage at event
- Up to 24 seats (3 tables) at the *National Philanthropy Day* in a premium location

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

	HEART OF GOLD \$5,000	HEART OF SILVER \$2,500	HEART OF BRONZE \$1,500
Verbal recognition during event	✓		
Logo placement on email save-the-date	✓		
Admission for two to one AFP Charlotte education program of your choice in 2025	✓		
Logo placement in slideshow before event	✓ <i>Medium Logo</i>	✓ <i>Small Logo</i>	
Logo placement in event-related email promotions	✓ <i>3x</i>	✓ <i>1x</i>	
Logo placement on AFP's event webpage hyperlinked to your site	✓ <i>Medium Logo</i>	✓ <i>Name only</i>	
Full color advertisement in event program	✓ <i>Full page</i>	✓ <i>Half page</i>	✓ <i>Half page</i>
Logo recognition in event program	✓ <i>Medium Logo</i>	✓ <i>Small Logo</i>	✓ <i>Small Logo</i>
Logo placement on printed signage at event	✓ <i>Medium Logo</i>	✓ <i>Small Logo</i>	✓ <i>Small Logo</i>
Sponsorship recognized on social media on Facebook, X, and LinkedIn	✓ <i>5x (with logo)</i>	✓ <i>3x (with logo)</i>	✓ <i>2x (name only)</i>
Reserved table at luncheon	✓ <i>Two tables (16 seats)</i>	✓ <i>Two tables (16 seats)</i>	✓ <i>One table (8 seats)</i>

For more information, contact **Megan Blackburn, National Philanthropy Day Chair**, at [mblackburn@ywcacentralcarolinas.org](mailto:mblackburn@ywcacentralcarolinas.org).

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