



Association of Fundraising Professionals - Charlotte Sponsorship Opportunities

Overview

About AFP Charlotte: The Association of Fundraising Professionals (AFP) Charlotte Chapter advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which the chapter fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

With approximately 350 members from over 200 nonprofit organizations, AFP Charlotte provides monthly educational programs for fundraising and nonprofit professionals. The Association also hosts an employment referral service, provides access to AFP International resources, and co-hosts a statewide conference, as well as the *National Philanthropy Day* luncheon each fall.

National Philanthropy Day: National Philanthropy Day® (NPD) acknowledges the entire spectrum of services provided by the Charlotte nonprofit community and recognizes the profound impact that philanthropy has on the fabric of our society. Each year AFP honors individuals, groups, organizations and businesses who, through their hard work and dedication, have enhanced philanthropy, their communities and the world.

We celebrate National Philanthropy Day® because of the extraordinary impact of the charitable sector and the increasing importance philanthropic activities play in our communities. National Philanthropy Day® is celebrated by more than 125 communities and 50,000 people around the world will participate in NPD events and celebrations.

The AFP Charlotte Chapter has hosted National Philanthropy Day® Awards luncheon for more than 15 years. Over 500 of Charlotte's top business leaders, foundations, charities and individuals come together to celebrate the vibrant philanthropic community that has an impact on every corner in Charlotte.

How to Get Involved: Sponsors play a vital role in assuring member programs are sustainable and of the highest quality. In addition to National Philanthropy Day, the Charlotte chapter currently hosts approximately 12 programs annually. Sponsors are also important to the health of our non-profit community, as many provide essential services that help organizations expand and improve.

**For more information please contact:
Katy Ryan, AFP Board Member, Sponsor Chair
Katy@24Foundation.org | 704-962-7718**





Heart of Charlotte Presenting Sponsor - \$7,000

- Product/Category exclusivity
- Company logo included on all AFP correspondence as the Presenting Sponsor for the Charlotte Chapter
- Two admissions to all monthly AFP monthly meetings with designated sponsor status
- Name and logo included in e-blasts advertising for all monthly meetings (sent to 1,200+)
- Solo logo displayed on sponsor slide show at all monthly meetings
- Special thanks and introduction by AFP Chapter President during opening remarks at all monthly meetings
- Opportunity to give a company overview at three monthly meetings of your choosing, based on availability (only one sponsor can speak at any given meeting)
- Opportunity to have an informational table at all monthly meetings and provide guest seat information at the monthly meetings
- Logo and hyperlink featured prominently on the AFP Charlotte website
- Recognition as AFP Heart of Charlotte Sponsor in all monthly e-newsletters (sent to 1,200+)
- Monthly mentions on the AFP Charlotte Chapter's Facebook/Twitter pages
- **Heart of Charlotte Sponsor** for National Philanthropy Day Luncheon in November 2019
 - Three reserved tables with signage (maximum 24 guests)
 - Opportunity for one representative to speak during event program
 - Opportunity for one representative to speak in event video
 - Company logo included in event video
 - Advertisement in event program guide – *(full page / full color)*
 - Company link in AFP event emails (1,000+)
 - Company link in e-newsletters to AFP members prior to and following the event (250)
 - Recognition on the AFP Charlotte Chapter's Facebook and Twitter pages

Heart of Gold Sponsor - \$3,750

- Company logo included on all AFP correspondence as the Supporting Sponsor for the Charlotte Chapter
- Two admissions to six monthly AFP monthly meetings with designated sponsor status
- Name and logo included in e-blasts advertising six monthly meetings (1,200+)
- Logo displayed on sponsor slide show at all monthly meetings
- Special thanks and introduction by AFP Chapter President during opening remarks at all monthly meetings



- Opportunity to give a brief company overview at one monthly meeting of your choosing, based on availability (only one sponsor can speak at any given meeting)
- Opportunity to share a company video link or written overview via AFP Charlotte email and social media communications for one monthly meeting of your choosing
- Opportunity to have an informational table at six monthly meetings
- Logo and hyperlink featured prominently on the AFP Charlotte website
- Recognition as AFP Heart of Gold Sponsor in all monthly e-newsletters (sent to 1,200+)
- Alternating monthly mentions on AFP Charlotte Chapter's Facebook/Twitter pages
- **Heart of Gold Sponsor for National Philanthropy Day Luncheon** in November 2019
 - Two reserved tables with signage (maximum 16 guests)
 - Company logo included in event video
 - Advertisement in event program guide – *(full page / full color)*
 - Company link in AFP event emails (1,000+)
 - Company link in e-newsletters to AFP members prior to and following the event (250)
 - Recognition on the AFP Charlotte Chapter's Facebook and Twitter pages

Heart of Silver Sponsor - \$1,950

- Company logo included on all AFP correspondence as the Heart of Silver Sponsor for the Charlotte Chapter
- Two admissions to three monthly AFP monthly meetings with designated sponsor status
- Name and logo included in e-blasts advertising three monthly meetings (sent to 1,200+)
- Logo displayed on sponsor slide show at all monthly meetings
- Special thanks and introduction by AFP Chapter President during opening remarks at all monthly meetings
- Opportunity to share a company video link or written overview via email and social media communications for one monthly meeting of your choosing, based on availability
- Opportunity to have an informational table at three monthly meetings
- Logo and hyperlink featured prominently on the AFP Charlotte website
- Recognition as AFP Heart of Silver Sponsor in all monthly e-newsletters (sent to 1,200+)
- Alternating monthly mentions on AFP Charlotte Chapter's Facebook/Twitter pages
- **Heart of Silver Sponsor for National Philanthropy Day Luncheon** in November 2019
 - Two reserved tables with signage (maximum 16 guests)
 - Advertisement in program guide – *(full page / full color)*
 - Company link in AFP event emails (1,000+)
 - Recognition on the AFP Charlotte Chapter's Facebook and Twitter pages



Heart of Bronze Sponsor - \$750

- Designated sponsorship status for one AFP Chapter luncheon
- Two admissions to one AFP monthly meeting with designated sponsor status
- Logo and hyperlink featured on AFP website
- Logo included in sponsor slide show as the “program sponsor” displayed at monthly meeting
- Special thanks and introduction by AFP Chapter President during opening remarks
- **Heart of Bronze Sponsor for National Philanthropy Day Luncheon** in November 2019
 - One reserved table with signage (maximum 8 guests)
 - Advertisement in event program guide – (half page / full color)

AFP Luncheon Program Sponsor - \$500

- Designated sponsorship status for one AFP Chapter luncheon
- Company name and logo included as the monthly lunch program sponsor in e-blasts advertising upcoming program
- Two admissions to the AFP monthly meeting with designated sponsor status
- Logo and hyperlink on AFP website advertising program
- Logo included in sponsor slide show as the “program sponsor” displayed at monthly meeting
- Special thanks and introduction by AFP Chapter President during opening remarks
- Opportunity to set up a display table at the meeting
- Opportunity to give brief company overview at the meeting

National Philanthropy Day Table Sponsor - \$450 (Early Bird Rate, \$550 after Early Bird)

- Reserved table with signage (maximum 8 guests)
- Company name listed as a Table Sponsor in event program
- One admission to an AFP monthly luncheon program

Friend of National Philanthropy Day Sponsor - \$250

- Advertisement in event program guide – (half page / full color)