



## Sponsorship Opportunities

### Organizational Impact Sponsorships:

AFP Advancement Northwest is one of the largest Association of Fundraising Professionals chapters in the world. Advancement Northwest, with over 500 members, advances the skills of development professionals to be leaders who fund raise so that they can transform communities locally and across the world. Impact Sponsorships represent an opportunity to provide support to AFP Advancement Northwest year-round through promotional exposure on the website, in newsletters as well as recognition at all educational training programs, major events, and conferences.

Sponsor Benefits	Exclusive Diamond: \$20,000	Platinum: \$15,000	Gold: \$10,000	Scholarship: \$5,000
Hyperlinked Logo in slideshow on website	Fixed Logo	Fixed Logo	Scrolling Logo	Scrolling Logo
Hyperlinked Logo in monthly e-blasts	Large Logo	Medium Logo	Medium Logo	
Mentions in social media	4	2	1	
Complimentary registrations to each monthly program <i>*Up to 10 programs are planned for 2021, each with a sliding scale entry fee</i>	4	2	1	1
Recognition at each monthly program	✓	✓	✓	✓
AFP Advancement NW Annual Conference Sponsorship Package	Conference Sponsor	Program Sponsor	Event Sponsor	Event Sponsor
National Philanthropy Day Sponsorship Package	Presenting Sponsor	Supporter Sponsor	Patron Sponsor	Patron Sponsor

Confirm your commitment by completing our online form:

[www.afpadvancementnw.org/become-a-sponsor](http://www.afpadvancementnw.org/become-a-sponsor)

Please contact us for more info:

afpadvnw@aminc.org | 206-338-7374



## Sponsorship Opportunities

### 2021 Annual Conference: May 14th & 21st, 2021

Join us on Friday, May 14 and Friday, May 21 for our 2021 Annual Conference.

We are keeping with a virtual format for 2021 to be safe but are resuming our full two-day schedule!

We are thrilled to announce that Edgar Villanueva will be our keynote speaker. Prep for the conference by reading his book *Decolonizing Wealth: Indigenous Wisdom to Heal Divides and Restore Balance* and by following him on [Twitter](#) or [Instagram](#).

AFP Advancement Northwest's Annual Conference is a two-day regional gathering that offers intensive and comprehensive training and leading-edge content specifically for nonprofit fundraisers. The Conference is expected to draw more than 350 attendees and will be our only major professional development event of the year, with two days of active learning, deep discussions and inspired networking.

Sponsor Benefits	Conference Program Sponsor \$5000	Conference Event Sponsor \$2,500	2-Day Exhibitor 1,000
Virtual Conference Exhibitor Table	✓	✓	✓
Recognition in the promotional conference eBlast series	Logo	Logo	Logo
Inclusion in Sponsor Recognition Section of Virtual Conference	Logo	Logo	Logo
Networking Break (logo recognition during networking break)	✓	✓	✓
Recognized in "Thanks to Our Sponsors" eBlast (post conference email with link to conference presentations and attendees)	Logo (100 word description)	Logo (100 word description)	Logo (100 word description)
Podium Time at Conference	Key Intro	✓	
Complimentary conference registrations	8	6	5
Hyperlinked listing on AFP NW website all year (2021)	Logo	Logo	Logo
Dedicated social media post	4	3	2



**\*Virtual Conference Event Sponsorship: \$2,500 each**

- **DEIA Sponsor** (Supports scholarships that advance DEIA goals.)
- **Accessibility Sponsor** (This sponsorship will pay for any needed interpretation, captioning or accessibility services related to the conference to ensure that our conference is accessible to all!)
- **Tech Sponsor** – underwrites platform and videography

Follow this link to view last year's conference sponsors: <https://afpadvancementnw.org/2020conferencearchive/>

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### 2021 National Philanthropy Day: Virtual program

Sponsor Benefits	NPD Event Sponsor \$10,000	Celebrating Sponsor \$5,000	Inspiring Sponsor \$2,500	Guiding Sponsor \$1,000	Supporting Sponsor \$600
Logo recognition on PowerPoint slides during virtual event	✓	✓	✓	✓	✓
Logo recognition (with link to company website) on AFP Advancement Northwest website	✓	✓	✓	✓	✓
Verbal recognition during virtual event	✓	✓	✓	✓	
Logo recognition in all event eblasts	✓	✓	✓		
Logo recognition on social media	3	2	1		
Opportunity to provide company swag/giveaway item to be included in participant goodie bags	✓	✓			
Sponsor highlight in one (1) email communication	✓				
Opportunity to pre-record :30 second or :60 second video spotlight to be shown during the virtual event	✓				

#### In-kind Sponsor

A celebratory party box will be sent out to a number of attendees (logistics on first come first serve tbd) We're looking for items to help us celebrate with attendees as well as items that are Relaxing, recharging and rejuvenating for fundraisers!



## Sponsorship Opportunities

### 2021 Networking Socials:

AFP Advancement Northwest’s Winter and Summer Socials are fabulous opportunities to connect with members, make new professional contacts and celebrate the work we all do to ensure that development professionals in our communities have the support they need to thrive. At last year’s 2020 Winter and Summer Socials we had 250 attendees.

Sponsor Benefits	Networking Socials Sponsor \$2,500
Logo recognition on Annual Meeting Winter Social and Summer Social event pages on AFP Advancement Northwest website	✓
Two Complimentary registrations to Winter and Summer Socials	✓
Company name recognition in promotional e-blasts, e-newsletters and social media	✓
Verbal recognition at both events	✓



## 2021 In-Kind Sponsorships:

AFP Advancement Northwest welcomes the opportunity to form in-kind partnerships with companies and organizations that provide goods or services (such as vendor or catering) that would offset planned expenses of the organization. Please contact [office@afpadvancementnw.org](mailto:office@afpadvancementnw.org) to learn more.

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## Sponsorship Opportunities

### DEIA Sponsorship Investment Opportunities:

Sponsor Benefits	Training for Leadership: \$15,000	Communication: \$15,000	Website \$10,000	Scholar: \$5,000
Hyperlinked Logo in slideshow on DEIA page of website			Large Logo	
Hyperlinked Logo in DEIA specific e-blasts				
Recognition at each monthly program	✓	✓	✓	✓
AFP Advancement NW Annual Conference Event Sponsor	Conference Sponsor	Conference Sponsor	Conference Sponsor	
National Philanthropy Day Sponsorship Package	Patron Sponsor	Patron Sponsor	Patron Sponsor	

**DEIA Training for Advancement Northwest Leadership: \$15,000**

*Description:* Ensure that Advancement Northwest Board members receive training and support to challenge their own biases and achieve personalized DEIA goals over the next year

**DEIA Communication in Budget: \$15,000**

*Description:* help us hire someone versed in anti-oppression storytelling to share the stories of Fundraisers on the Go, Member Scholars, and community partners that are often erased or silenced by dominant culture

**Support Development of Website Content: \$10,000**

*Description:* Support website content that chronicles the harmful and racist history of the nonprofit sector and suggests resources to help every agency move towards and anti-racist future

**DEIA Scholar Sponsorship: \$5,000**

*Description:* underwrite cost for 6 scholars to attend Advancement Northwest's annual conference. Underwrite cost for 3 BIPOC Advancement NW members to take CFRE examination

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