



2022 Sponsorship Packages

Confirm your commitment by completing our online form at:

www.afpadvancementnw.org/sponsorship

More info: office@afpadvancementnw.org | 360-734-3166

Organizational Impact Sponsorships

About AFP Advancement Northwest:

With more than 350 members, Advancement Northwest is one of the largest Association of Fundraising Professionals chapters in the world. Advancement Northwest advances the skills of development professionals to be leaders who fundraise, so that they can transform communities locally and across the world.

Organizational Impact Sponsorships support Advancement Northwest year-round and provide sponsors promotional exposure through Advancement Northwest's website, newsletters, educational training programs, and major events, such as the Annual Conference.

Impact Sponsorship Benefits	Exclusive Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Hyperlinked logo on homepage and Sponsor webpage	Fixed Logo	Fixed Logo	Scrolling Logo	Scrolling Logo
Hyperlinked logo in monthly newsletter	Large Logo	Medium Logo	Medium Logo	Small Logo
Mentions in social media	4	2	1	
Complimentary registrations to monthly programs	4	2	1	1
Recognition at each monthly program	✓	✓	✓	✓
Plus Annual Conference sponsorship package	Program Sponsor	Program Sponsor	Event Sponsor	Event Sponsor
Plus National Philanthropy Day sponsorship package	Program Sponsor	Supporter Sponsor	Event Sponsor	Event Sponsor

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DEIA Investment Sponsorships

Training for Advancement Northwest Leadership

\$15,000

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 Communications

\$15,000

Help Advancement Northwest hire someone versed in anti-oppression storytelling to share the stories of the Fundraisers on the Go, Member Scholars, and community partnerships that are often erased or silenced by the dominant culture.

Support Development of Website Content

\$10,000

Help support website content that chronicles the harmful and racist history of the nonprofit sector and that suggests resources to help every agency move towards an anti-racist future.

DEIA Scholar

\$5,000

Help underwrite the cost for six scholars to attend Advancement Northwest's Annual Conference. Help underwrite the cost of three BIPOC Advancement Northwest members to take the CFRE examination.

DEIA Investment Sponsorship Benefits	Leadership Training \$15,000	Communications \$15,000	Website \$10,000	Scholar \$5,000
Hyperlinked logo on homepage and Sponsor webpage	Fixed Logo	Fixed Logo	Scrolling Logo	Scrolling Logo
Hyperlinked logo in monthly newsletter	Large Logo	Medium Logo	Medium Logo	Small Logo
Mentions in social media	4	2	1	
Complimentary registrations to monthly programs	4	2	1	1
Recognition at each monthly program	✓	✓	✓	✓
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2022 Annual Conference

Reception June 8, 2022, at Wing Luke Museum | Online Conference June 9-10, 2022

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. It provides two days of active learning, deep discussions, and inspired networking. The Conference is expected to draw 300+ attendees and will be our major professional development event of the year. This year we are excited to host a live reception on June 8 (the eve of the virtual conference) from 5:30-8:00 p.m. at Wing Luke Museum. You can mingle with up to 100 colleagues and enjoy a short program. Tickets (\$35) will include food and one drink ticket.

Annual Conference Sponsorship Benefits	Program \$5,000	In-Person Reception \$2,500 ★ Only 1 Available! ★	Virtual Event \$2,500	2-Day Exhibitor \$1,000
Hyperlinked logo on event webpage and Sponsor webpage	Large Logo	Medium Logo	Medium Logo	Small Logo
Hyperlinked logo in Annual Conference email campaigns, including post-conference thank-you	Large Logo	Medium Logo	Medium Logo	Small Logo
Mention in social media	4	3	3	2
Logo included in slideshows for sponsor recognition section and networking break	Large Logo	Medium	Medium Logo	Small Logo
Podium time Reception: Live in-person Conference: pre-recorded video	Key Intro Conference Only	Key Intro Reception Only	✓ Conference Only	
Exhibitor Table	Virtual table at conference	Table at reception	Virtual table at conference	Virtual table at conference
Complimentary Registrations	8 Conference only	6 May be used for reception or conference	6 Conference only	5 Conference only

Advancement Northwest welcomes the opportunity to form in-kind partnerships with companies and organizations that provide goods and/or services that would offset planned expenses for the Annual Conference.

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Networking Socials & Monthly Programs

Summer and Winter Socials Sponsor

\$2,500

Advancement Northwest's Winter and Socials are fabulous opportunities to connect with members, make new professional contacts, and celebrate the work we all do. Help ensure that development professionals in our community have the support they need to thrive. Our 2022 Socials are expected to draw 50+ people.

Recognition in event marketing:

- Hyperlinked logo in Summer and Winter Social marketing
- Hyperlinked logo on event webpage and Sponsor webpage
- Three dedicated social media posts

At the events:

- Verbal recognition at both networking events
- Two complimentary registrations to each Social

Individual Monthly Program Sponsor

\$300

Advancement Northwest's monthly programs include educational trainings, panel discussions, and opportunities to make professional connections.

Recognition:

- Hyperlinked logo on event webpage
- Opportunity to address attendees at the beginning of the event (3-minute limit)
- One complimentary registration

Monthly Newsletter Sponsor

\$1,000

Advancement Northwest's newsletter reaches more than 4,500 fundraising professionals each month.

Sponsor provides content, including a logo plus link, for a monthly newsletter article in the "From our partners" section of the newsletter. Sponsorship is for 12 months.

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National Philanthropy Day

National Philanthropy Day provides an opportunity for those in the profession to celebrate the fundraising community and connect with their advancement peers across the Northwest.

Sponsorship Levels & Benefits	Presenting \$10,000	Program \$5,000	Event \$2,500	Supporting \$1,000	Patron \$600
Hyperlinked logo on event webpage and Sponsor webpage	Large Logo	Medium Logo	Small Logo	Small Logo	Small Logo
Hyperlinked logo in National Philanthropy Day email campaigns	Large Logo	Medium Logo	Small Logo	Small Logo	Small Logo
Social media mentions	3	2	1		
One email message to attendees	✓				
Logo included in slideshow during the event	Large Logo	Medium Logo	Small Logo	Small Logo	Small Logo
Verbal recognition at the event	✓	✓	✓	✓	✓
Pre-recorded video (one 30- or 60- second)	✓				

Advancement Northwest welcomes the opportunity to form in-kind partnerships with companies and organizations that provide goods and/or services that would offset planned expenses for National Philanthropy Day. Recognized at level of value of in-kind donation.

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