



2023 Sponsorship Packages

Confirm your commitment by completing our online form at:

www.afpadvancementnw.org/sponsorship

More info: office@afpadvancementnw.org

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	3	2	1	
Complimentary registrations to monthly programs	4	2	1	1
Recognition at each monthly program	✓	✓	✓	✓
Plus Annual Conference sponsorship package	Presenting Sponsor	Program Sponsor	Event Sponsor	Event Sponsor
Plus National Philanthropy Day sponsorship package	Presenting Sponsor	Program Sponsor	Event Sponsor	Event Sponsor

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DEIA Investment Sponsorships

DEIA Trainings for Advancement Northwest Community

\$15,000

Enable Advancement Northwest Board to host more accessible and diverse programs and trainings in our sector to challenge biases and achieve DEIA goals over the next year.

DEIA Scholar

\$10,000

Help underwrite the cost for twelve scholars to attend Advancement Northwest's Annual Conference. Help underwrite the cost of at least three BIPOC Advancement Northwest members to take the CFRE examination or participate in other professional development opportunities.

DEIA Communications

\$5,000

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.

DEIA Investment Sponsorship Benefits	Community Trainings \$15,000	Scholar \$10,000	Communications \$5,000
Hyperlinked logo on homepage and Sponsor webpage	Fixed Logo	Scrolling Logo	Scrolling Logo
Hyperlinked logo in monthly newsletter	Large Logo	Medium Logo	Small Logo
Mentions in social media	4	1	
Complimentary registrations to monthly programs	4	1	1
Recognition at each monthly program	✓	✓	✓
Plus Annual Conference sponsorship package	Program Sponsor	Event Sponsor	Event Sponsor
Plus National Philanthropy Day sponsorship package	Program Sponsor	Event Sponsor	Event Sponsor

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2023 Annual Conference

June 15 & 16 at Marion Oliver McCaw Hall at Seattle Center

The AFP Advancement Northwest Annual Conference brings together 350 nonprofit fundraisers from our region to build skills, discover new resources, and expand their networks. This year's theme, "The Fundraiser's Toolkit," will focus on tangible tools and strategies for those working in the fundraising field. Our two-day in-person conference is the Pacific Northwest's most comprehensive training event for nonprofit fundraisers.

Annual Conference Sponsorship Benefits	Presenting \$10,000	Program \$5,000	Event \$3,000	2-Day Exhibitor \$1,250
Hyperlinked logo on event and sponsor webpages, email campaigns, and in event slideshows	Large Logo	Large Logo	Medium Logo	Small Logo
Mention in social media	3	2	1	1
One post-conference email to attendees	✓			
Opportunity to speak at the podium	2-3 minutes	1-2 minutes		
Ad in the Digital Program Booklet* <small>Deadline for ad is April 28, 2023</small>	Full Page	Full Page	Half Page	Quarter Page
Complimentary conference registrations	2	2	1	1
Exhibitor table	✓	✓	✓	✓

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 Summer and Winter 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 2023 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

Coming in November 2023, National Philanthropy Day provides an opportunity for those in the profession to connect with their advancement peers across the Northwest and discuss what is in store for the future of philanthropy.

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
Complimentary registrations	5	4	3	2	1
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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