



**ASSOCIATION OF FUNDRAISING PROFESSIONALS  
MASSACHUSETTS CHAPTER**

**SPONSORSHIP OPPORTUNITIES 2017-18**

# Why become a sponsor of AFP MA Chapter?

Increase your organization's recognition and build relationships among AFP Massachusetts Chapter members and thousands of associated professionals from not-for-profit organizations throughout eastern and central Massachusetts. AFP MA programs draw decision-makers from the local philanthropic community including chief development officers, senior administrators, board members, and volunteers.

Sponsorship of AFP Massachusetts Chapter is a twelve-month engagement, beginning and ending on the anniversary date of your initial enrollment, and includes visibility at all chapter programs plus year-long exposure in marketing materials, email communications to 5,000 contacts weekly, and the chapter website. There is no other organization or annual conference that can reach the market that AFP MA can.

### Key Demographics:

- 650 Chapter Members
- 22,000 Website Hits annually
- 13,000 New Website Visitors annually
- 370 Facebook Likes
- 635 Twitter Followers
- 610 LinkedIn Connections
- 5,000 Live Emails
- 1,700 Senior Development Officer contacts
- 600 Conference Attendees annually
- 1,400 Workshop Attendees annually

### Sponsorship Opportunities:

AFP MA offers a sponsorship level and opportunity for every budget. Tiered sponsorships provide for increasing exposure levels to help our sponsors achieve their marketing objectives.

- |  |           |
|--|-----------|
| • Chapter Sponsor                          | \$ 10,000 |
| • Champion                                 | \$ 8,000  |
| • Patron                                   | \$ 5,000  |
| • Benefactor                               | \$ 3,000  |
| • Diversity Program or Scholarship Program | \$ 2,000  |
| • Friend                                   | \$ 1,500  |
| • Exhibitor                                | \$ 800    |
| • A la carte sponsorships                  | Varies    |

Sponsors of \$5,000 or more have flexibility to tailor their benefits subject to AFP MA Chapter Board approval.

## **Benefit Highlights:**

- Visibility at signature chapter events including the annual conference
- Visibility in chapter communications and on the website
- One-time use of conference attendee list
- Complimentary conference attendance
- Discounted rates for all educational programs

## **Chapter Programs:**

**Annual Conference:** AFP MA Chapter boasts one of the largest annual fundraising conferences in New England with over 600 attendees from the field of development. From senior development and advancement professionals to new professionals, the Annual Conference is a *who's who* in development in our region and an effective way to reach potential clients and customers. Sponsors receive a designated conference exhibitor table and a conference attendee list as part of their sponsorship benefits.

**Funders Breakfast:** One of the most popular programs with over 200 attendees annually, the Meet the Funders Breakfast & Roundtables brings together local corporate and foundation funders and development professionals to have open dialogue on funding priorities, processes & trends.

**Breakfast Meetings:** Breakfast Meetings are central to AFP programming and attract more than 400 AFP members and non-members annually to explore key strategic topics. A staple of the AFP MA Chapter programming, Breakfast Meetings provide a highly visible platform for year-round sponsorship recognition.

**Brown Bag Lunches:** AFP MA conducts a series of Brown Bag Lunches annually, with topics targeting specific challenges faced by development professionals and providing for audience interaction.

**Fundraising Basics Course:** This two-day introduction to fundraising held every four months is for new development professionals and volunteers. With more than 150 participants annually, acknowledgement of sponsors to this audience provides sponsors with a platform to reach those who are embarking on a fundraising career and allows sponsors to make an immediate impression on tomorrow's executives and decision makers.

**AFP MA Member Networking Event:** This annual event provides an opportunity where members can share an evening of networking with peers and includes a formal presentation on a topic of interest.

**AFP MA Board Orientation:** The Annual Board Luncheon is held annually in January and joins together the AFP MA Executive Committee and incoming Board Members for an orientation luncheon.

# Sponsorship opportunities

*Sponsors will receive the following benefits for one year from enrollment date.*

## **Chapter Sponsor**

**\$10,000**

Exhibit Hall table

Six complimentary conference registrations (a \$2,550 value)

Recognition as the Conference Sponsor

Logo-imprinted totes made available to all conference attendees

Opportunity to make remarks at conference luncheon during the annual meeting

Opportunity to present at two conference sessions pending topic approval by Conference Committee

Premium placement in all email blasts

Opportunity to insert a flyer to the conference registration packet

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

## **Champion Sponsor**

**\$8,000**

Exhibit Hall table

Five complimentary conference registrations (a \$2,125 value)

Opportunity to present at one conference session pending topic approval by Conference Committee

Opportunity to choose a logo-imprinted item (such as a pad, pen, lanyard) subject to approval by AFP that will be made available to all conference attendees

Prominent placement in all email blasts

Opportunity to insert a flyer to the conference registration packet

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

# Sponsorship opportunities

## **Patron Sponsor**

\$5,000

Exhibit Hall table

Four complimentary conference registrations (\$1,700 value)

Recognition as Webinar Series Sponsor

Opportunity to co-present with non-profit partner at one webinar session pending topic approval by Education Committee

Opportunity to insert a flyer to the conference registration packet

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

## **Benefactor Sponsor**

\$3,000

Exhibit Hall table

Three complimentary conference registrations (\$1,275 value)

Recognition as Conference Roundtable Sponsor

Opportunity to provide content for one Conference Roundtable discussion topic pending approval by Conference Committee

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

# Sponsorship opportunities

## **Conference Scholarship Sponsor**

\$2,000

The Conference Scholarship Sponsor supports fundraisers who are not able to attend the Conference without assistance. Supported in part by proceeds from our Key Decision Makers Forum, the scholarship program offers a number of competitive full scholarships to qualifying applicants.

Exhibit Hall table

Two complimentary conference registrations (\$850 value)

Recognition as Chapter Scholarship Program Sponsor

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

## **Diversity Program Sponsor**

\$2,000

The Diversity Fellowship Program is an initiative of the AFP MA Chapter to encourage diversity within the fundraising field. The program offers extensive mentorship, training and networking opportunities to connect development professionals from diverse racial and ethnic backgrounds to the people and resources they need to further the overall missions of their organizations. Sponsorship includes recognition in diversity promotions and signage, a presence at diversity events, and other opportunities at the discretion of the AFP MA Diversity Committee.

Exhibit Hall table

Two complimentary conference registrations (\$850 value)

Recognition as Diversity Fellowship Program Sponsor

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

# Sponsorship opportunities

## **Friend Sponsor**

\$1,500

Exhibit Hall table

Two complimentary conference registrations (\$850 value)

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

## **Exhibitor**

\$800

Exhibit Hall table

One complimentary conference registration (\$425 value)

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition in 2017 Annual Meeting slide show

*Please see Fine Print for more information about Exhibitor package.*

# A la carte sponsorship opportunities

## **Conference Keynote Sponsor**

\$2,500

The Conference Keynote Sponsor has the opportunity to partner with the Conference Committee in determining and recruiting a dynamic Keynote speaker for the Chapter conference. Included in this sponsorship is recognition at the Keynote speech from the podium as well as on printed and electronic materials.

Exhibit Hall table

One complimentary conference registration (\$425 value)

Recognition at the Keynote speech from the podium

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition in 2017 Annual Meeting slide show

## **Leadership Institute Sponsor**

\$2,500

Exhibit Hall table

Two complimentary conference registrations (\$850 value)

Recognition as Leadership Institute Sponsor

Opportunity to provide content and/or present at one session within the Institute offerings pending topic approval by Education Committee

One-time use of conference attendee list (excluding opt-outs)

Discounted rate for employees to attend AFP MA educational programs

Recognition at all AFP MA educational programs

Recognition on chapter website and weekly chapter email blasts

Recognition in conference materials print or online

Recognition in *Meet our Sponsors* announcement one week before conference

Recognition from podium at 2017 Annual Meeting and slide show

Recognition from podium at President's Reception

Exhibitor table and ad placements are determined by sponsorship level

## **Board Orientation Sponsor**

\$1,500

The Board Orientation Luncheon is held annually in January and joins the AFP MA Executive Committee and incoming Board members for a working luncheon. Sponsors of this category will be recognized as Board Orientation Luncheon Sponsors. No attendance is required by a sponsor representative.



## **Meet the Funders Breakfast and Roundtables Sponsor**

**\$1,500**

Recognition as the Meet the Funders Breakfast and Roundtables Sponsor  
Exhibit table at Meet the Funders event and opportunity to make remarks at podium  
Unlimited complimentary registrations for this event

## **Member Networking Event Sponsor**

**\$1,500**

Recognition as the Member Networking Event Sponsor  
Exhibit table at Member Networking Event and opportunity to make remarks at podium  
Unlimited complimentary registrations for this event

## **Fine Print**

AFP MA is offering a one-time benefit of a 30-Day Website Banner Ad to sponsors upgrading their level this year. For example, a Friend sponsor who renews as a Benefactor will receive a complimentary ad that will appear in fall of 2017.

Certain sponsorships may be chosen on a first come, first served basis.

If a sponsor requests changes to a package that result in a higher cost to the Chapter, the Chapter reserves the right to charge the sponsor for the additional costs.

AFP MA Chapter owns every aspect of the events and programs it produces including event strategy, content, budget, proceeds and use of proceeds, contact lists, invitation lists, and registration lists.

Exhibitor level sponsors who waive their right to an exhibit table will be listed in print materials as a "Sponsor" (below Exhibitors) to avoid confusion. This will allow full recognition in conference materials for everyone, without the misleading title of "Exhibitor."

# Sponsorship agreement 2017-18

I am confirming my organization for the following sponsorship level:

CHAPTER Sponsor \$10,000

DIVERSITY PROGRAM Sponsor \$2,000

CHAMPION Sponsor \$8,000

SCHOLARSHIP PROGRAM Sponsor \$2,000

PATRON Sponsor \$5,000

FRIEND Sponsor \$1,500

BENEFACTOR Sponsor \$3,000

EXHIBITOR \$800

A LA CARTE: \_\_\_\_\_

Identify the Administrative Contact to whom administrative and payment correspondence should be addressed:

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Would you like an exhibit booth at the Conference (if applicable)? \_\_\_\_\_ Yes \_\_\_\_\_ No

Name any probable sponsors (or types of sponsors) you do NOT wish to exhibit near: \_\_\_\_\_

Premium level sponsors: Please indicate your intention to negotiate package benefits through a separate agreement (subject to approval by AFP MA Chapter):  YES  NO (If yes, please attach proposed exchange.)

If you wish to donate to the Conference Scholarship Fund for an extra charge, please enter a donation amount here:  
\$\_\_\_\_\_ (valued at \$250)

Identify a Sales Contact whose name should appear in print and web materials:

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

*I understand that this executed confirmation agreement becomes binding upon acceptance of the application and receipt of payment by AFP Massachusetts Chapter. Until receipt of executed contract and payment, sponsor benefits will not be applied. I understand that agreements must be received by October 31, 2017 to be included in printed materials, onsite signage, and conference programs.*

Signed By: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment instructions:** Please mail a signed agreement with payment to AFP MA Chapter, 465 Waverley Oaks Road, Suite 421, Waltham, MA 02452 or fax to 781-647-7222. Please make check payable to AFP MA Chapter or enter credit card information below. Alternatively, you may register at: <http://www.afpmass.wildapricot.org/sponsorafpma>

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Sec. Code: \_\_\_\_\_

Cardholder Name (exactly as it appears): \_\_\_\_\_

Account Address: \_\_\_\_\_