



**ASSOCIATION OF FUNDRAISING PROFESSIONALS
MASSACHUSETTS CHAPTER**

SPONSORSHIP OPPORTUNITIES

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 on the website and in email communications to 5,000 contacts weekly. There is no other organization or annual conference that can reach the market that AFP MA can.

Key Demographics:

- 600 Chapter Members
- 5,000 Live Emails
- 22,000 Website Hits annually
- 13,000 New Website Visitors annually
- 425 Facebook Followers
- 700 Twitter Followers
- 550 LinkedIn Members
- 1,700 Senior Development Officer contacts
- 500 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 |
| • Program Sponsor | \$ 2,000 |
| • Friend | \$ 1,500 |
| • Exhibitor | \$ 800 |
| • A la carte sponsorships | Varies |

Sponsors of \$2,000 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 500 attendees from the field of development. From senior development and advancement professionals to newcomers to the field, Fundraising Day in Boston, to be held November 28, 2018, 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.

Meet the Funders Breakfast: One of the most popular programs with over 200 attendees annually, the Meet the Funders Breakfast & Roundtable 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, or opportunities to feature a speaker from your firm.

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. This is another great way to engage with the Chapter and provide thought leadership, in addition to marketing and sponsorship benefits.

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: The chapter provides member networking events from time to time where members can share an evening of networking and a formal presentation on a topic of interest.

Sponsorship opportunities

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

Chapter Sponsor

\$10,000 (unavailable in 2018 as it has already been secured)

Exhibit Hall table at *Fundraising Day in Boston* conference on 11/28/18

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 Annual Meeting and slide show

Recognition from podium at President's Reception

Champion Sponsor

\$8,000

Exhibit Hall table at *Fundraising Day in Boston* conference on 11/28/18

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

Choice of four a la carte opportunities from list below, to be customized and subject to approval of AFP MA Board. (Maximum of three Tier One opportunities)

Prominent placement in all email blasts

Opportunity to insert a flyer in 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 Annual Meeting and slide show

Recognition from podium at President's Reception

Patron Sponsor

\$5,000

Exhibit Hall table

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

Choice of three a la carte opportunities from list below, to be customized and subject to approval of AFP MA Board. (Maximum of two Tier One opportunities)

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 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)

Choice of two a la carte opportunities from list below, one from either Tier One or Tier Two and one from Tier Two, to be customized and subject to approval of AFP MA Board

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 Annual Meeting and slide show

Recognition from podium at President's Reception

Friend Sponsor

\$1,500

Exhibit Hall table

Two complimentary conference registrations (\$850 value)

Choice of one opportunity from Tier Two a la carte list

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 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 Annual Meeting slide show

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

Fine Print

AFP MA is offering a one-time benefit of a 30-Day Website Banner Ad **to sponsors that upgrade their level this year**. For example, a Friend sponsor who renews as a Benefactor will receive a complimentary ad that will appear on our home page banner for 30 days in fall of 2018. Other Notes: 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, 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 "Sponsor" (below Exhibitors) to avoid confusion. This will allow full recognition in conference materials for everyone without the misleading title of "Exhibitor."

A la carte sponsorship opportunities

Tier One Opportunities

Conference Sponsorships

If not part of a package, conference a la carte sponsorships include:

- 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 Annual Meeting slide show

Conference Track Sponsor

\$2,500

Opportunity to be acknowledged as the Track Sponsor (eg. Major Gifts, Annual Fund, Foundation and Corporate Relations, etc.), pending availability, and to present at one conference session pending topic approval by Conference Committee.

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.

Conference Luncheon and Affinity Tables Sponsor

\$2,500

Recognition as the luncheon sponsor at the Conference on 11/28/18. Includes opportunity to facilitate one Conference Luncheon Affinity Table pending topic approval by Conference Committee, and recognition in the Keynote speech from the podium as well as on printed and electronic materials.

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 scholarships to qualifying applicants.

Diversity Program Sponsor

\$2,500

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.

Webinar Series Sponsor

\$2,500

Recognition as the Sponsor for all webinars held for one calendar year. Includes opportunity to co-present with non-profit partner at one webinar session pending topic approval by Education Committee, and unlimited webinar registrations.

Meet the Funders Breakfast and Roundtables Sponsor

\$1,500

Recognition as the Meet the Funders Breakfast and Roundtables Sponsor
Includes exhibit table at Meet the Funders event and the 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. Includes exhibit table at Member Networking Event and opportunity to make remarks at podium, and unlimited complimentary registrations for this event.

Tier Two Opportunities

Board Orientation Sponsor

\$1,000

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

Webinar Session Sponsor

\$1,000

Opportunity to co-present with non-profit partner at one webinar session pending topic approval by Education Committee. Presentations may not be product marketing; rather they are designed to be a showcase for knowledge and are often best accomplished by featuring a client case study.

Conference Luncheon Affinity Table Host

\$1,000

Includes opportunity to facilitate one Conference Luncheon Affinity Table pending topic approval by Conference Committee.

Marketing Sponsor

\$1,000

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 attendees at event(s) of choice. Cost to produce items will be incurred by sponsor, and items may be distributed at multiple events.

Sponsorship agreement

I am confirming my organization for the following Sponsorship Level:

- CHAPTER Sponsor \$10,000
- CHAMPION Sponsor \$8,000
- PATRON Sponsor \$5,000
- BENEFACTOR Sponsor \$3,000
- FRIEND Sponsor \$1,500
- EXHIBITOR \$800
- Send me information about a multi-year option

I am confirming my organization for the following A La Carte Opportunities:

TIER ONE:

- CONFERENCE TRACK Sponsor \$2,500
- CONFERENCE KEYNOTE Sponsor \$2,500
- CONFERENCE LUNCHEON Sponsor \$2,500
- CONFERENCE SCHOLARSHIP Sponsor \$2,500
- DIVERSITY PROGRAM Sponsor \$2,000
- WEBINAR SERIES Sponsor \$2,500
- MEET THE FUNDERS Sponsor \$1,500
- MEMBER EVENT Sponsor \$1,500

TIER TWO:

- BOARD ORIENTATION Sponsor \$1,000
- WEBINAR SESSION Sponsor \$1,000
- CONFERENCE LUNCHEON AFFINITY TABLE HOST Sponsor \$1,000
- MARKETING Sponsor \$1,000

Administrative Contact: Individual 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: \$_____ (one registration is valued at \$295)

Sales Contact: Individual whose name should appear as the sales contact 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, 2018 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: _____