



November 9, 2017

The Henry in Dearborn

# **Sponsorship Opportunities**

# **National Philanthropy Day**

# National Philanthropy Day

Thursday, November 9, 2017

**The Henry**

300 Town Center Dr, Dearborn, MI 48126



## Sponsorship Opportunities

National Philanthropy Day is the Association of Fundraising Professionals Greater Detroit Chapter's premier annual event. This year we celebrate 26 years of honoring outstanding contributions of philanthropists, distinguished volunteers, and those individuals active in nonprofits throughout the Southeastern Michigan community.

Join over 700 guests, corporate and civic leaders, socially active philanthropists and community volunteers as we pay tribute to the great contribution that philanthropy – and those individuals and organizations active in philanthropy – has made to our lives, our community, our nation, and our world.

Join the many other companies, foundations, and individuals who are showing their commitment to cultivating a culture of giving in our Southeastern Michigan community by becoming a National Philanthropy Day sponsor today!

### Why Sponsor National Philanthropy Day?

As a National Philanthropy Day Sponsor, you will show your organization's commitment to cultivating a culture of giving in the region. You will receive extensive sponsorship recognition in front of southeastern Michigan's largest gathering of individual and institutional funders, board members, community volunteers, and not-for-profit leaders. You will also help support AFP Greater Detroit's work in promoting high ethical standards in fundraising, with proceeds dedicated to the chapter's education, scholarship and diversity programs.

*The Association of Fundraising Professionals (AFP) exists to foster the development and growth of fundraising professionals, to preserve and enhance philanthropy and volunteerism, and to promote the highest ethical standards in the fundraising profession.*

**Confirm your commitment by completing our online form [here](#).**

**Please contact Rebecca Hepner for more information at [Rebecca\\_Hepner@usc.salvationarmy.org](mailto:Rebecca_Hepner@usc.salvationarmy.org) or 248.470.7155.**

# 26th Annual National Philanthropy Day

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Rebecca\_Hepner@usc.salvationarmy.org or 248.470.7155.**

| Sponsorship Level & Benefits   | Presenting Sponsor<br>\$20,000 | Diamond Sponsor<br>\$15,000 | Platinum Sponsor<br>\$10,000 | Gold Sponsor<br>\$5,000 | Silver Sponsor<br>\$3,000 | Bronze Sponsor<br>\$2,000 |
|--|--------------------------------|-----------------------------|------------------------------|-------------------------|---------------------------|---------------------------|
| List of AFP NPD attendees for mailing  | X                              |                             |                              |                         |                           |                           |
| Recognized in all media as Presenting Sponsor  | X                              |                             |                              |                         |                           |                           |
| Dedicated Sponsor Banner at NPD Event  | X                              |                             |                              |                         |                           |                           |
| Email to AFP NPD Participants  | X                              | X                           |                              |                         |                           |                           |
| Article in AFP NPD Event Program   | X                              | X                           |                              |                         |                           |                           |
| Opportunity to Sponsor a NPD Award   | X                              | X                           |                              |                         |                           |                           |
| 4 color spread in Crain's Giving Guide, with bonus distribution at this year's 26th Annual National Philanthropy Day | 1 Page                         | 1 Page                      | 1/2 Page                     |                         |                           |                           |
| Company listed and linked on the AFP GDC e-Newsletter during October, November, and December of your sponsorship     | X                              | X                           | X                            |                         |                           |                           |
| Customized promotion on social media   | 3x                             | 2x                          | 1x                           |                         |                           |                           |
| Recognition of Company's support from the podium by emcee  | X                              | X                           | X                            | X                       |                           |                           |
| Complimentary tickets to attend AFP chapter event  | 4 tickets                      | 4 tickets                   | 2 tickets                    | 2 tickets               |                           |                           |
| Company logo Prominently displayed on sponsorship banner at event  | X                              | X                           | X                            | X                       |                           |                           |
| Banner Ad on AFP GDC website   | Oct/Nov/Dec                    | Oct/Nov/Dec                 | Oct/Nov                      | Oct/Nov                 |                           |                           |
| Company recognized at registration and cocktail area   | X                              | X                           | X                            | X                       | X                         |                           |
| Company included in NPD Press Release  | X                              | X                           |                              |                         |                           |                           |
| Company logo Included in event invitation  | X                              | X                           | X                            | X                       | X                         |                           |
| Table of ten (10) seats at the Awards Dinner   | X                              | X                           | X                            | X                       | X                         | X                         |
| Recognition in event program   | Full Page                      | Full Page                   | Full Page                    | Half Page               | 1/4 Page                  | Listed                    |
| Company listed on the AFP GDC Website  | Oct/Nov/Dec                    | Oct/Nov/Dec                 | Oct/Nov                      | Oct/Nov                 | Oct/Nov                   | Nov                       |
| Company Recognized as a Sponsor in Crain's Detroit Business Philanthropy Issue                                       | X                              | X                           | X                            | X                       | X                         | X                         |
| Company listed in the event slideshow  | X                              | X                           | X                            | X                       | X                         | X                         |
| Ability to nominate volunteer(s) for Distinguished Volunteer Award   | X                              | X                           | X                            | X                       | X                         | X                         |

# 26th Annual National Philanthropy Day Sponsorship Opportunities

## Platinum Sponsor – \$10,000

### AFP Event Benefits

- 2 tables of ten (10) seats at the Awards Dinner
- Your company recognized as “Platinum Sponsor” in Crain’s Detroit Business Philanthropy issue (if committed before print deadline)
- Your company listed in the event slideshow
- Your organization listed as a “Platinum Sponsor” on the AFP GDC website in October, November and December
- One full-page of recognition for your company in event program (if committed before print deadline)
- Your company listed in the 26th Annual National Philanthropy Day press release (if committed before print deadline)
- Your company listed in event invitation (if committed before print deadline)
- Your company name listed at the registration area and cocktail reception, providing exposure to more than 700 event attendees
- Banner on the AFP GDC website during October, November
- Your company’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for 2 to attend one Chapter event within the year
- Recognition of your company’s support from the podium by the event emcee
- Your company listed and linked on the AFP GDC e-Newsletter during October, November, and December of your sponsorship year (if committed by the 25th of the month prior)
- 1/2 page, 4 color spread in Crain’s Giving Guide, with bonus distribution at this year’s 26th Annual National Philanthropy Day
- Opportunity to sponsor one of the awards.
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Customized promotion on social media

## Gold Sponsor - \$5,000

### Benefits

- Table of ten (10) seats at the Awards Dinner
- Your company recognized as “Gold Sponsor” in Crain’s Detroit Business Philanthropy issue (if committed before print deadline)
- Your company listed in the event slideshow
- Your organization listed as a “Gold Sponsor” on the AFP GDC website in October and November
- One half-page of recognition for your company in event program (if committed before print deadline)
- Your company listed in the 26th Annual National Philanthropy Day press release (if committed before print deadline)
- Your company listed in event invitation (if committed before print deadline)
- Your company listed at the registration area and cocktail reception, providing exposure to more than 700 event attendees
- Banner on the AFP GDC website during November
- Your company’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for 2 to attend one Chapter event within the year
- Recognition of your company’s support from the podium by the event emcee
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

# 26th Annual National Philanthropy Day Sponsorship Opportunities

## Presenting Sponsor - \$20,000

### AFP Event Benefits

- 3 tables of ten (10) seats at the Awards Dinner
- Your company recognized as “Presenting Sponsor” in Crain’s Detroit Business Philanthropy issue (if committed before print deadline)
- Your company listed in the event slideshow
- Your organization listed as a “Presenting Sponsor” on the AFP GDC website in October, November and December
- One full-page of recognition for your company in event program (if committed before print deadline)
- Your company listed in the 26th Annual National Philanthropy Day press release (if committed before print deadline)
- Your company listed in event invitation (if committed before print deadline)
- Your company name listed at the registration area and cocktail reception, providing exposure to more than 700 event attendees
- Banner on the AFP GDC website during the months of October, November and December
- Your company’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for 4 to attend one Chapter event within the year
- Recognition of your company’s support from the podium by the event emcee
- Your company listed and linked on the AFP GDC e-Newsletter during October, November, and December of your sponsorship year (if committed by the 25th of the month prior)
- 1 page, 4 color spread in Crain’s Giving Guide, with bonus distribution at this year’s 26th Annual National Philanthropy Day
- Opportunity to sponsor one of the awards
- 1 article in the event program
- 1 Email to NPD participants
- Dedicated sponsorship banner at event
- A list of the attendees for mailings
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Recognized in all media as “Presenting Sponsor”
- Customized promotion on social media

## Diamond Sponsor - \$15,000

### AFP Event Benefits

- 2 tables of ten (10) seats at the Awards Dinner
- Your company recognized as “Diamond Sponsor” in Crain’s Detroit Business Philanthropy issue (if committed before print deadline)
- Your company listed in the event slideshow
- Your organization listed as a “Diamond Sponsor” on the AFP GDC website in October, November and December
- One full-page of recognition for your company in event program (if committed before print deadline)
- Your company listed in the 26th Annual National Philanthropy Day press release (if committed before print deadline)
- Your company listed in event invitation (if committed before print deadline)
- Your company name listed at the registration area and cocktail reception, providing exposure to more than 700 event attendees
- Banner on the AFP GDC website during the months of October, November and December
- Your company’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for 4 to attend one Chapter event within the year
- Recognition of your company’s support from the podium by the event emcee
- Your company listed and linked on the AFP GDC e-Newsletter during October, November, and December of your sponsorship year (if committed by the 25th of the month prior)
- 1 page, 4 color spread in Crain’s Giving Guide, with bonus distribution at this year’s 26th Annual National Philanthropy Day
- Opportunity to sponsor one of the awards
- 1 article in the event program
- 1 Email to NPD participants
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Customized promotion on social media

# 26th Annual National Philanthropy Day Sponsorship Opportunities

## Silver Sponsor - \$3,000

### Benefits

- Table of ten (10) seats at the Awards Dinner
- Your company recognized as “Silver Sponsor” in Crain’s Detroit Business Philanthropy issue (if committed before print deadline)
- Your company listed in the event slideshow
- Your organization listed as a “Silver Sponsor” on the AFP GDC website in October and November
- One quarter-page recognition for your company in event program (if committed before print deadline)
- Your company listed in the 26th Annual National Philanthropy Day press release (if committed before print deadline)
- Your company listed in event invitation (if committed before print deadline)
- Your company listed at the registration area and cocktail reception, providing exposure to more than 700 event attendees
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

## Bronze Sponsor - \$2,000

### Benefits

- Table of ten (10) seats at the Awards Dinner
- Your company recognized as “Bronze Sponsor” in Crain’s Detroit Business Philanthropy issue (if committed before print deadline)
- Your company listed in the event slideshow
- Your organization listed on the AFP GDC website during the month of November
- Your company listed in event program (if committed before print deadline)
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

## In-Kind Opportunities

AFP Greater Detroit welcomes the opportunity to form in-kind partnerships with companies and organizations that provide goods or services that would offset planned expenses of the organization.

Please contact **Rebecca Hepner** at [Rebecca\\_Hepner@usc.salvationarmy.org](mailto:Rebecca_Hepner@usc.salvationarmy.org) or 248.470.7155 to learn more.