



November 8, 2018

The Henry in Dearborn

Sponsorship Opportunities
National Philanthropy Day

National Philanthropy Day

Thursday, November 8, 2018

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 27 years of honoring outstanding contributions of philanthropists, distinguished volunteers, and 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 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 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 or 248.470.7155.

27th Annual National Philanthropy Day

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Sponsorship Level & Benefits	Presenting Sponsor	Diamond Sponsor	Platinum Sponsor	Vignette Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000
List of AFP NPD attendees for mailing	X						
Recognized in all media as Presenting	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					
Organization 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 organization's support from the podium by emcee	X	X	X	X	X		
Complimentary tickets to attend AFP chapter event	4 tickets	4 tickets	2 tickets	2 tickets	2 tickets		
Company logo prominently displayed on sponsorship banner at event	X	X	X	X	X		
Banner ad on AFP GDC website	Oct/Nov/Dec	Oct/Nov/Dec	Oct/Nov	Nov	Nov		
Organization recognized at registration and cocktail area	X	X	X	X	X	X	
Organization included in NPD Press Release	X	X	X	X	X	X	
Organization logo Included in event invitation	X	X	X	X	X	X	
Table of ten (10) seats at the awards dinner	X	X	X	X	X	X	X
Recognition in event program	Full Page	Full Page	Full Page	Half Page	Half Page	1/4 Page	Listed
Organization listed on the AFP GDC Website	Oct/Nov/Dec	Oct/Nov/Dec	Oct/Nov	Oct/Nov	Oct/Nov	Oct/Nov	Nov
Organization listed in the event slideshow	X	X	X	X	X	X	X
Opportunity to nominate volunteer(s) for Distinguished Volunteer Award	X	X	X	X	X	X	X

27th Annual National Philanthropy Day Sponsorship Opportunities

Presenting Sponsor - \$20,000

- Three tables of ten (10) seats at the awards dinner
- Your organization 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*
- Your company listed in the Annual National Philanthropy Day press release*
- Your organization listed in event invitation*
- Your organization 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 organization’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for four to attend one Chapter event within the year
- Recognition of your organization’s support from the podium by the event emcee
- Your organization 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)
- Opportunity to sponsor one of the awards
- One article in the event program
- One 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

*Sponsorship must be committed before print deadline for this benefit

Diamond Sponsor - \$15,000

- Two tables of ten (10) seats at the awards dinner
- Your organization 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 organization in event program*
- Your organization listed in the Annual National Philanthropy Day press release*
- Your organization listed in event invitation*
- Your organization 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 organization’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for four to attend one Chapter event within the year
- Recognition of your organization’s support from the podium by the event emcee
- Your organization 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)
- Opportunity to sponsor one of the awards
- One article in the event program
- One Email to NPD participants
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Customized promotion on social media

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Platinum Sponsor – \$10,000

- Two tables of ten (10) seats at the awards dinner
- Your organization 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 organization in event program*
- Your organization listed in the Annual National Philanthropy Day press release*
- Your organization listed in event invitation*
- Your organization 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 and November
- Your organization’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for two 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)
- Opportunity to sponsor one of the awards
- Ability to nominate volunteer(s) for Distinguished Volunteer Award
- Customized promotion on social media

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Vignette Sponsor - \$7,500

- One table of ten (10) seats at the awards dinner
- Your organization listed in the event slideshow
- Your organization listed as a “Vignette Sponsor” on the AFP GDC website in October and November
- Your organization listed and announced at the end of each vignette
- One half-page of recognition for your organization in event program*
- Your organization listed in the Annual National Philanthropy Day press release*
- Your organization listed in event invitation*
- Your organization 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 organization’s logo prominently displayed on sponsorship banner at event
- Complimentary tickets for two to attend one Chapter event within the year
- Recognition of your organization’s support from the podium by the event emcee
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

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Gold Sponsor - \$5,000

- One table of ten (10) seats at the awards dinner
- Your organization 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 organization in event program*
- Your organization listed in the Annual National Philanthropy Day press release*
- Your organization listed in event invitation*

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- Your organization 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 organization's logo prominently displayed on sponsorship banner at event
- Complimentary tickets for two to attend one Chapter event within the year
- Recognition of your organization's support from the podium by the event emcee
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

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Silver Sponsor - \$3,000

- One table of ten (10) seats at the awards dinner
- Your organization recognized as "Silver Sponsor" in Crain's Detroit Business Philanthropy issue*
- Your organization 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 organization in event program*
- Your organization listed in the Annual National Philanthropy Day press release*
- Your organization listed in event invitation*
- Your organization 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

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Bronze Sponsor - \$2,000

- One table of ten (10) seats at the awards dinner
- Your organization recognized as "Bronze Sponsor" in Crain's Detroit Business Philanthropy issue*
- Your organization listed in the event slideshow
- Your organization listed on the AFP GDC website during the month of November
- Your organization listing in event program*
- Ability to nominate volunteer(s) for Distinguished Volunteer Award

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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 or 248.470.7155 to learn more.