



# 2024 Sponsorship Opportunities



The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research, and advocacy.

### ABOUT AFP OF GREATER CINCINNATI

The Association of Fundraising Professionals, Greater Cincinnati has nearly 320 members who bring not only a broad spectrum of professional experiences and cultural backgrounds, but AFP of Greater Cincinnati's members encompass a multitude of organizations including health and human services, education, religion, the arts, civic organizations and consulting firms.

#### **Your Contribution Inspires!**

A partnership through sponsorship says that you believe in philanthropy as a force for building community. This will allow us to invest in the best resources and professional development opportunities.

#### **Your Organization Shines!**

Your company will have the opportunity to reach not only our members, but the larger philanthropic community. Partnerships run for an entire year and range from \$1,000–\$25,000.

### Questions About Sponsorship?

Email - [AFPCincySponsor@afpcincinnati.org](mailto:AFPCincySponsor@afpcincinnati.org)

Someone from our Fund Development Committee will contact you.

## About the Greater Cincinnati Chapter



~ 320 Members



1 month to 50+ years  
*(Time in the profession)*



Executive  
Directors/CEOs



Frontline  
Fundraisers



Data Analysts



Researchers



Writers

### OUR MEMBERS RECEIVE

Professional Advancement Programs & Courses

Affinity Groups & Networking

Enforceable Code of Ethics

Access to Relevant Research & Reports

Job Placement & Recruitment

And More!



# National Philanthropy Day

National Philanthropy Day (NPD) is a special day set aside to promote philanthropy and recognize individuals, organizations and businesses that are inspiring change through their significant impact on nonprofit organizations.

**Date: November 21, 2024**

**Location: Music Hall**

The National Philanthropy Day Program is our annual, signature event at which people representing businesses, nonprofits, philanthropists and volunteers come together to celebrate our vibrant philanthropic community. All nonprofit organizations have the opportunity to participate in our Friends of Philanthropy process by recognizing donors, volunteers and special friends who have made a truly exceptional impact.

### EDUCATION & ENGAGEMENT EVENTS

#### **Network and Knowledge:**

AFP's Networking and Knowledge provides a forum for members to participate in roundtable discussions on various topics such as major gifts, stewardship, special events, and donor retention and provides opportunities to network with fundraising professionals.

#### **Fundamentals of Fundraising**

AFP's Fundamentals of Fundraising Course offers fundraising professionals with 0-4 years fundraising experience a complete seven-module overview of the development function, using case studies and projects for groups and individuals to make the learning experience both substantive and enjoyable.

#### **Affinity & Recruitment Events**

AFP is committed to engaging our emerging leaders while leveraging the expertise of our seasoned professionals. We focus on the following membership groups:

- Young Professionals
- Seasoned Professionals
- New Members

We hope to see them succeed as front-line fundraisers, executives, prospect researchers and everything in between!

#### **New Faces of Fundraising**

New Faces of Fundraising is designed to introduce diverse participants to the field of fundraising. Participants become AFP members and receive an introduction to the fundamentals of fundraising, 7-10 deep-dives into specific areas of fundraising, a mentor and a paid internship.

# Benefits

Benefits	Levels					
	Presenting \$25,000	Premier \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Community \$1,000
<b>OUR SIGNATURE EVENT - NATIONAL PHILANTHROPY DAY</b>						
Representative to speak at event	X					
Provide promotional item for guests	X					
Premium event signage	X	X				
Dedicated link on Chapter Website (1 year)	X	X				
Complimentary ad in Chapter newsletter	X	X				
Recognition in all press releases/media alerts, etc.	X	X	X			
Recognition in remarks	X	X	X			
Recognition on save the date & invite	X	X	X			
Complimentary valet parking	X (8 guests)	X (8 guests)	X (8 guests)	X (8 guests)		
Recognition in Movers & Makers magazine	Logo	Logo	Logo	Listing		
Invitation to VIP reception	X (4 guests)	X (4 guests)	X (4 guests)	X (4 guests)		
Recognition in event presentation	X	X	X	X		
Inclusion in Impact Video	X	X	X	X	X	
Table Signage	X	X	X	X	X	X
Complimentary tickets	8 (Premier Seating)	8 (Premier Seating)	8	8	4	4
Recognition in Social Media	Spotlight	Spotlight	Spotlight	Shoutout	Shoutout	Group Shoutout
Digital program inclusion	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	Listing

## Benefits, *continued*

Benefits	Levels					
	Presenting \$25,000	Premier \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Community \$1,000
<b>EDUCATION EVENTS (Networking &amp; Knowledge, Webinars, Fundamental of Fundraising, Emerging Leaders, Seasoned Network of Advancement Professional, New Faces of Fundraising)</b>						
Complimentary company table (as event/program allows)	X					
Introduction of the event speaker (as event/program allows)	X					
Recognition on course promotional materials	X					
Verbal recognition during program	X	X	X			
Delivery of personal message (option, as event/program allows)	All	8	4	2		
Digital signage inclusion (as event/program allows)	Logo	Logo	Logo	List	List	List
Recognition on invitations (as event/program allows)	Logo	Logo	Logo	List	List	List
<b>ONGOING BENEFITS</b>						
Recognition on AFP Greater Cincinnati Chapter website (1 year)	Logo & Link	Logo & Link	Logo	Logo	Logo	List
Recognition in Chapter Newsletter (6 per year)	Logo	Logo	Logo	Logo	Logo	List
Guest Column	2	1	1			

# Recognition Examples

## CREATING COMMUNITY SPONSORS



## Event Program

### THANK YOU to our Sponsors

#### PRESENTING SPONSOR



#### PREMIER SPONSORS



#### SILVER

GC Nonprofit News  
Bethesda Foundation  
Ignite Philanthropy

#### BRONZE

Adopt a Class	La Soupe
Best Point	Maple Knoll Communities
Chanticleer Consulting	The Power of Music
Cincinnati Museum Center	Maple Knoll Communities
Greater Cincinnati Foundation	The Yunker Group, Inc.
Interact for Health	University of Cincinnati Foundation

#### PEARL

Cincinnati Children's	PNC Financial Services Group
Freestore Foodbank	Stepping Stones



#### Cheers to Stacie

2022 National Philanthropy Volunteer of the Year



## Social Media

## E-Communications





## KEY CHAPTER LEADERSHIP

President

Amanda Jenkins

Strive Together

President-Elect

Lynn Smith

Cincinnati Playhouse In the Park

Treasurer

Kila Hanrahan

Holland Foundation for Sight Restoration

Fund Development Chair

Jackie Baumgartner

Easterseals Redwood

Questions?

Email - [AFPCincySponsor@afpcincinnati.org](mailto:AFPCincySponsor@afpcincinnati.org)

