AFP Association of Fundraising Professionals Golden Gate Chapter

## 2023 PARTNERSHIP **OPPORTUNITIES** FOR AFP GOLDEN GATE

www.afpgoldengate.org



## Years REA PHILANTHROPY

## CHAPTER **SPONSORSHIP**

By marketing to one of the largest chapters in AFP, you will reach thousands of fundraisers and nonprofit professionals in the greater Bay Area, while also supporting your local chapter.

12 months placement of logo on the chapter website

6 months placement of logo on the chapter website

3 months placement of logo on the chapter website

Two standalone emails featuring your company to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Feature you as a sponsor for four programs (your choice of timing)

"Sponsored by" mentions in each social channel (LinkedIn and Facebook)

Each program is promoted with 3-5 posts, totaling 12-20 sponsored posts by your company

Your logo included in our graphic for the program, which will be shared in our weekly newsletter once a week for up to three weeks leading up to the program to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Shoutout before and after the program

One logo placement in our National Philanthropy Day program booklet thanking all sponsors for supporting the chapter this year

Customizable projects to enhance the chapter's marketing reach

GOLD- \$4,000	SILVER- \$2,000
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Annual membership fees & individual program fees only cover a portion of our expenses each year. In 2023, our chapter aims to raise \$26,000 through chapter sponsorships like these to help cover the additional costs of our programs and events listed here. When fundraisers feel supported to learn & grow, the entire community benefits. Thank you for your consideration in partnering with us.

# **BRONZE-**\$1,000 $\bigcirc$ $\bigcirc$

#### IN KIND-

Marketing Consulting for One Year

## PROGRAM SPONSORSHIPS

Programs are the heart of our chapter - they are a place for learning, exchanging ideas, and networking. Support fundraisers and other nonprofit professionals' leadership and growth.

Three months placement of logo on the chapter website

One standalone email featuring your company to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area Feature you as a sponsor for the event

"Sponsored by" mentions in each social channel (LinkedIn and Facebook)

Each program is promoted with 3-5 posts, totaling 3-5 sponsored posts by your company

Your logo included in our graphic for the program, which will be shared in our weekly newsletter once a week for up to three weeks leading up to the program to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Shoutout before and after the program

Ability to plan and facilitate the program topic of the event with the guidance of the chapter

One logo placement in our National Philanthropy Day program booklet thanking all sponsors for supporting the chapter this year

IN-PERSON EVENT, PRESENTING SPONSOR-\$1,500 (sponsor pays the cost of venue, food, & beverage)	IN-PERSON EVENT, Supporting Sponsor-\$500	WEBINAR- \$500	

### MEMBERSHIP Sponsorships

With over 400 members in our chapter, we hold regular Constellation meetups (i.e. affinity groups), happy hours, an<u>d membership events to better serve our community.</u>

#### **CONSTELLATION - \$500**

Feature you as a sponsor for the constellation meetup of your choice

"Sponsored by" mentions in each social channel (LinkedIn and Facebook)

Each program is promoted with 3-5 posts, totaling 3-5 sponsored posts by your company

Your logo included in our graphic for the program, which will be shared in our weekly newsletter once a week for up to three weeks leading up to the program to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Shoutout before and after the program

Feature you as a sponsor for the constellation meetup of your choice

#### MIXER - \$1,000

One standalone email featuring your company to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Feature you as a sponsor for one membership mixer

"Sponsored by" mentions in each social channel (LinkedIn and Facebook) Each program is promoted with 3-5 posts, totaling 3-5 sponsored posts by your company

Your logo included in our graphic for the program, which will be shared in our weekly newsletter once a week for up to three weeks leading up to the program to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Shoutout before and after the program

One logo placement in our National Philanthropy Day program booklet thanking all sponsors for supporting the chapter this year

## IDEA SPONSORSHIPS

Inclusion, Diversity, Equity, and Access are values that the Golden Gate chapter takes seriously. By the end of 2023, we will have 32 fundraisers from historically underrepresented communities complete this program with unwavering support from their mentors & Board members and the ability for them to continue on the Board to make a change from within.

#### **IDEA FELLOW - \$1,000**

Naming a fellow after your sponsorship, e.g. "The XYZ Company Name Fellow"  $% \mathcal{A} = \mathcal{A} = \mathcal{A} + \mathcal{A}$ 

One standalone email featuring your company to our distribution list of  $\sim$ 2,000 fundraisers and nonprofit professionals in the Bay Area

Your fellowship name is mentioned on our IDEA webpage and in any other materials mentioning your specific fellow

Ability to choose your fellow from the cohort

Your fellowship name mentioned during the National Philanthropy Day program

One logo placement in our National Philanthropy Day program booklet thanking all sponsors for supporting the chapter this year

## MENTOR Sponsorships

Mentorship is the best way we can offer 1:1 support and is one of the most common reasons members come to us. Support the growth of young and emerging fundraisers in our field.

#### **MENTORSHIP - \$300**

Feature you as a sponsor for one mentorship clinic - an exclusive, specialized online event for our mentees and mentors (19 mentees and 19 mentors - totaling 38 - as of March 2023)

"Sponsored by" mentions in each social channel (LinkedIn and Facebook)

Each program is promoted with 3-5 posts, totaling 3-5 sponsored posts by your company

Your logo included in our graphic for the program, which will be shared in our weekly newsletter once a week for up to three weeks leading up to the program to our distribution list of ~2,000 fundraisers and nonprofit professionals in the Bay Area

Shoutout before and after the clinic

One logo placement in our National Philanthropy Day program booklet thanking all sponsors for supporting the chapter this year

## BOARD LEADERSHIP

Kelley Coe President **Esther Landau** Immediate Past President **Lucy Porras** President-Elect

**LizaDawn Aduviso** Secretary **Melissa Irish** Treasurer

## COMMITTEE CO-CHAIRS

**Development Committee** Elizabeth Warner Esther Landau IDEA (Inclusion, Diversity, Equity, and Access) Committee Gayle Roberts Stuti Ghoshal Marketing & Communications Committee Dena Vongchanh Marisol Terrazas Matthew Easterwood, CFRE Membership Committee Andrew Shaffer

Jocelyn Wicker

**Mentorship Committee** David Madson Jessica Jencek National Philanthropy Day Committee Adam-Michael Royston Niquole Esters **Programs Committee** Marci Atkison Vicente Montoya Wanda Scott



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