



2024 PARTNERSHIP OPPORTUNITIES

FOR AFP GOLDEN GATE

www.afpgoldengate.org

Annual membership fees & individual program fees only cover a portion of our expenses each year. For the chapter to exist, we need sponsorships to support our work, our growth, and our future. When fundraisers feel supported to learn & grow, the entire community benefits. Thank you for your consideration in partnering with us!

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

Thought partner and/or panel speaker/moderator for your program

Customizable projects to enhance the chapter’s marketing reach

**GOLD -
\$6,500**



**SILVER -
\$2,500**



**BRONZE -
\$1,500**



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



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"
- One standalone email featuring your company to our distribution list of ~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

MEMBERSHIP SPONSORSHIPS

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

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

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

Lucy Porras
President

Kelley Coe
Immediate Past President

Dena Vongchanh
President-Elect

Michaela Hayes
Secretary

Mark Ruffo
Treasurer

COMMITTEE CO-CHAIRS

**IDEA (Inclusion, Diversity,
Equity, and Access) Committee**
Jocelyn Wicker
Kelley Coe
Marisol Terrazas

**Marketing &
Communications
Committee**
Dena Vongchanh
Matthew Easterwood,CFRE

Membership Committee
Esther Landau
Jarae Clark

Mentorship Committee
David Madson
Michaela Hayes

Programs Committee
Andrea Lloyd
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