



# 2016 Sponsorship Opportunities



# About AFP Chicago

*AFP Chicago's mission is to promote the development and growth of professional fundraising executives who are committed to the preservation and advancement of philanthropy in our society and our nonprofit institutions.*



AFP Chicago is one of the largest AFP Chapters worldwide. Our 900 members bring not only a broad spectrum of professional experiences and cultural backgrounds, but AFP Chicago's members encompass a multitude of organizations including health and human services, education, religion, the arts, civic organizations and consulting firms.

Through a sponsorship, your company or organization will have the opportunity to reach our vast membership base and know that you are supporting the go-to resource for fundraisers and Chicago's leading champion of philanthropy as a force for building community.

# 2016 Partners Program



*AFP Chicago is honored to have the support of a number of loyal sponsors willing to make an annual financial pledge to support critical chapter programming.*

*In addition to the program sponsorship benefits outlined for each opportunity, as a Chicago Partner you will receive additional recognition opportunities throughout the year.*

## **\$25,000 Partner Level**

- Logo and/or credit line to appear on all major printed Chapter materials.
- Opportunity to have donor profile placed in monthly, electronic eDevelopments Newsletter sent to all Chapter members.
- Opportunity to have donor profile and link to your website on the Chapter website.
- Verbal recognition as a leading AFP Chicago Chapter Sponsor at ALL Chapter events and programs.
- Special signage at Philanthropy Awards Luncheon
- Logo included in Honor Roll of Partners published in 2016 directory, Awards Luncheon invitation and program, Chapter website
- Special recognition ribbons at all AFP Chicago events

## **\$15,000 Partner Level**

- Opportunity to have donor profile and link to your website on the Chapter website.
- Verbal recognition as a leading AFP Chicago Chapter Sponsor at ALL Chapter events and programs.
- Special signage at Philanthropy Awards Luncheon
- Logo included in Honor Roll of Partners published in 2016 directory, Awards Luncheon invitation and program, Chapter website, Midwest Conference Proceedings Book
- Special recognition ribbons at all AFP Chicago events

## **\$10,000 Partner Level**

- Opportunity to have donor profile and link to your website on the Chapter website
- Special signage at chapter events including the Philanthropy Awards Luncheon
- Logo included in Honor Roll of Partners published in 2016 directory, Awards Luncheon invitation and program, Chapter website
- Special recognition ribbons at all AFP Chicago events

# 2016 Partners Program



## \$7,500 Partner Level

- Opportunity to have donor profile on the Chapter website.
- Name included in Honor Roll of Partners published in the print membership directory, Awards Luncheon invitation and program, Chapter website
- Special recognition ribbons at all AFP Chicago events

## \$5,000 Partner Level

- Name included in Honor Roll of Partners published in the print membership directory, Awards Luncheon invitation and program, Chapter website
- Special recognition ribbons at all AFP Chicago events

## Partner Recognition Guidelines

To receive all special Partner recognition benefits in 2016, donors must commit to single or combined sponsorship gifts totaling \$5,000 or more.

In addition to the special “Chapter-wide” recognition opportunities Partners receive, sponsors will also receive the recognition normally associated with each selected Chapter initiative.

Membership dues, registration fees for chapter programs, Online Job Source listings, Chapter directory and website advertising and single ticket purchases for the Awards Luncheon cannot be applied to sponsorship opportunities and must be paid for separately.

Benefits are based on annual contributions by calendar year, all donors receive benefits at preceding levels, and print deadlines may apply in some areas. The AFP Chicago Chapter will notify a donor as soon as possible if a benefit changes due to unforeseen circumstances at the time of the gift.

# 2016 Partners Program



## 2016 Partners as of 3/2/16

### **\$25,000 Partner Level**

The Chicago Community Trust  
Exelon

### **\$15,000 Partner Level**

### **\$10,000 Partner Level**

Abila  
Northern Trust

### **\$7,500 Partner Level**

### **\$5,000 Partner Level**

ITW  
Northwestern Medicine



# 2016 Sponsorship Opportunities

## Educational Breakfast Programs **SOLD**

*\$6,000 – Exclusive 2016 Sponsor – Campbell & Company*

AFP Chicago hosts four educational breakfasts annually. Speakers and panels cover topics of interest to the AFP Chicago membership. As the exclusive sponsor of all four 2016 events, your organization will:

- receive special signage at each event,
- receive complimentary registration for two of your staff to attend each program,
- be introduced to the audience at each meeting,
- have the opportunity to have your organization's marketing materials available at the registration table.
- be recognized on all Educational Program promotional materials including numerous blast emails sent to AFP members and eDevelopments Newsletter (sent monthly to members).

## 2016 Webinar Sessions

*\$2,000 per webinar (3 available)*

AFP Chicago offers several “hot-topic” custom webinars each year. These webinars are free to the AFP membership. Sponsors work with AFP Chicago to develop content, procure speakers and deliver the presentations. Sponsors are recognized in all Webinar promotions, including numerous blast emails sent to over 1,000 members and prospects, in eDevelopments Newsletter (sent monthly to all members), and on the AFP Chicago website as well as verbal recognition during each webinar.

## Peer Mentoring **SOLD**

*\$3500 – Exclusive 2016 Sponsor – North Park University*

Peer Mentoring promotes career development and advances the fundraising profession. Two “classes” of approximately 30 newcomers to the fundraising profession are matched with experienced fundraising professionals during the year. As the exclusive sponsor of Peer Mentoring, your organization will:

- be recognized on all Peer Mentoring promotional materials including numerous blast emails sent to AFP members, eDevelopments Newsletter (sent monthly to members), AFP Chicago Chapter website, and a Peer Mentoring ad in the Midwest Conference on Philanthropy Proceedings Book.
- have an opportunity to welcome the protégés and mentors as well as receive recognition via on-site signage at the two kick-off events.



# 2016 Sponsorship Opportunities



## Ethics in Philanthropy Program \$2,500 Co-sponsor (3 opportunities)

AFP Chicago will hold the fifth annual Ethics in Philanthropy program in 2016. The AFP Code of Ethics is a critical component in the success of all development professionals, and the Ethics in Philanthropy Program will promote respect for and a better understanding of the ethical nature of fundraising.

Ethics Program Sponsors will:

- be recognized in all Ethics Program promotions, including numerous blast emails sent to 1,000 members and prospects, in eDevelopments Newsletter (sent monthly to all members),
- be recognized on the AFP Chicago website,
- receive onsite signage,
- receive two complimentary registrations to the Ethics Program,
- receive verbal recognition during the event.

## Fundamentals of Fundraising Course \$750 (4 available) or Exclusive for \$2000

AFP's Fundamentals of Fundraising Course offers fundraising professionals with 0-4 years fundraising experience a complete overview of the development function, using case studies and projects for groups and individuals to make the learning experience both substantive and enjoyable. The course is composed of seven modules designed to meet real-world needs and challenges.

Sponsors will:

- be recognized on all course promotional materials including numerous blast emails sent to members and prospects, eDevelopments newsletter (sent monthly to members,
- be recognized on the AFP Chicago Chapter website,
- receive verbal recognition on-site and on-site signage,
- receive one complimentary registration to the Fundamentals course.



# 2016 Sponsorship Opportunities

## Educational Workshops

AFP Chicago is excited to host two educational workshops that will attract development professionals from Chicago and the Midwest region and offers broad-based training and networking opportunities to professionals at all levels of experience. These interactive, half-day workshops will be promoted extensively to over 3,000 nonprofit and fundraising professionals throughout Chicago and the Midwest and offers several options for visibility.

**Annual Giving Symposium (June)** – Sponsor both at \$6,500  
Downtown Chicago - Sponsor this location only at \$3,500 **ON HOLD**  
Naperville - Sponsor this location only at \$3,500 **SOLD**

**Major Gifts Workshop (October)** – Sponsor both at \$6,500  
Downtown Chicago - Sponsor this location only at \$3,500 **ON HOLD**  
Naperville - Sponsor this location only at \$3,500 **ON HOLD**

- be recognized on all event promotional materials including numerous blast emails sent to AFP members and prospect members, eDevelopments Newsletter (sent monthly to members), AFP Chicago Chapter website,
- Option to have a display table at registration,
- verbal recognition from the podium,
- individual, on-site signage with logo,
- the opportunity to be introduced to the audience, and make brief remarks,
- the opportunity to have your organization's materials available for distribution at the event,
- receive two complimentary registrations to the program.



## Thought Leader Programs

**\$3,000 (two opportunities) One SOLD, One ON HOLD**

**Access to senior level fundraising professionals is critical to developing and expanding your Chicago market share.**

We are pleased to offer the opportunity to host and facilitate an in-person event (format to be determined by the sponsor in conjunction with AFP Chicago) for senior level advancement professionals.

- This high-level session would be extensively marketed to seasoned AFP members,
- The session would be produced and funded in whole by the sponsoring organization, with marketing support, registration, and program expertise provided by AFP Chicago.





# 2016 Sponsorship Opportunities

## AFP Chicago Fellows Program

Leadership Circle - \$500

Educator Circle - \$250

Circle of Friends - \$100

The AFP Chicago Fellows Program supports individuals who represent and/or who are serving culturally and ethnically diverse organizations. Fellows receive complimentary membership dues, tuition and registration fees to most AFP Chicago events and educational meetings including the Midwest Conference on Philanthropy. The AFP Chicago Fellows Program received the distinguished 2004 George R. Stephens Excellence in Diversity Award from the International Association of Fundraising Professionals.



## Year End Event

**\$2,500 (two opportunities available)**

Held annually in December, this breakfast program combines educational programming and the Chapter Annual Meeting and volunteer recognition.

### As a \$2,500 Co-Sponsor your organization will:

- be recognized on all event promotional materials including numerous blast emails sent to AFP members, eDevelopments Newsletter (sent monthly to members), AFP Chicago Chapter website,
- verbal recognition from the podium,
- individual, on-site signage with logo,
- the opportunity to be introduced to the audience, and make brief remarks,
- the opportunity to have your organization's materials available for distribution at the event,
- receive two complimentary registrations.

## AFP Chicago On-Line Job Source

**24 email blasts \$3,000 (pro-rated)**

Be the exclusive sponsor of the AFP Chicago On-Line Job Source email blasts sent to all members, twice monthly. Your name and logo will be included in the email with the job postings. Great exposure as this is the go-to job resource for Chicago fundraising professionals.



# 2016 Sponsorship Opportunities

## Senior Professionals Networking Events

**\$500 (2 opportunities) or 4 opportunities at \$250 per**

Senior professionals gather twice each year to network, meet new colleagues and renew old friendships. These by-invitation events are held at venues in the city and suburbs. Serve as an exclusive sponsor of one event or co-sponsor.

- Sponsors will be recognized in numerous blast emails sent to AFP Chicago senior professional members and prospective members, in eDevelopments Newsletter and on the AFP Chicago Chapter website.
- Opportunity to give welcoming remarks to attendees.

## Young Professionals Program

**\$1,500 Exclusive**

Be the exclusive sponsors of our inaugural Young Professionals Program geared toward development professionals 35 years of age or younger.

- Sponsors will be recognized in numerous blast emails sent to AFP members and prospect members, eDevelopments Newsletter and the AFP Chicago Chapter website,
- Opportunity to give welcoming remarks to attendees,
- One time use of list of attendees,
- One complimentary registration to this program.

## AFP Chicago After Hours

**\$500 (4 opportunities) or \$1,500 Exclusive**

Be the exclusive sponsors of one or the full series of membership networking events. Hosted by the Membership Committee and held throughout the Chicagoland area to offer networking opportunities to current and prospective members.

- Sponsors will be recognized in numerous blast emails sent to AFP members, eDevelopments Newsletter and the AFP Chicago Chapter website,
- One time use of list of attendees.



# 2016 Sponsorship Opportunities



## 40<sup>th</sup> Annual Philanthropy Awards Luncheon Friday, May 6, 2016

Each year, AFP Chicago honors the many donors and volunteers whose gifts of time, expertise, and resources contribute significantly to the success of the nonprofit agencies and institutions they serve. AFP Chicago's Philanthropy Awards Luncheon provides a unique opportunity for organizations to publicly express appreciation to those who do so much to enhance the philanthropic spirit in Chicago. This has become the premier networking event for the Chicago philanthropic community with over 800 attendees.

By sponsoring the AFP Chicago Philanthropy Awards Luncheon, you provide us with the resources necessary to offer high-quality professional development programs for members of Chicago's fundraising community. The support of generous donors like you, underwrites a variety of educational seminars throughout the year, helps the chapter promote ethical practices in fundraising and provides educational and event scholarships for new members of our profession.

## 2016 Honorees

**Founders Award**  
The Chicago Community Trust

**Distinguished Philanthropists Award**  
Kimball & Karen Anderson

**Executive Leader Award**  
Jesse H. Ruiz

**Professional Grantor Award**  
Steve Solomon

**Benjamin Franklin Award**  
Michelle Sherbun

**Outstanding Community Leader Award**  
Diane Latiker

**Outstanding Volunteer Award**  
Susan Staehely

**Outstanding Youth in Philanthropy Award**  
Swiftly Foundation Board of Directors

# 2016 Sponsorship Opportunities

## **Presenting Sponsor - \$40,000** A Presenting Sponsor receives:

- Three tables of 10 with priority assignment
- opportunity to speak from the podium
- Verbal recognition from the podium
- Special recognition gift
- Highlighted listing as a Presenting Sponsor including logo on AFP Chicago website, in the event invitation and program book
- Acknowledgement in AFP Chicago social media posts on Facebook and Twitter, including logo and website link
- Logo featured during the event, via TINT social media wall
- Individual recognition signage at the event.

## **Platinum Sponsor - \$25,000** A Platinum Sponsor receives:

- Three tables of 10 with priority assignment
- Verbal recognition from the podium
- Highlighted listing as a Platinum Sponsor including logo, on AFP Chicago website, in the event invitation and program book
- Acknowledgement in AFP Chicago social media posts on Facebook and Twitter, including logo and website link
- Logo featured during the event, via TINT social media wall
- Individual recognition signage at the event.

## **Gold Sponsor - \$15,000** A Gold Sponsor receives:

- Two tables of 10 with priority assignment
- Verbal recognition from the podium
- Highlighted listing as a Gold Sponsor including logo, on AFP Chicago website, in the event invitation and program book
- Acknowledgement in AFP Chicago social media posts on Facebook and Twitter, including logo and website link
- Logo featured during the event, via TINT social media wall
- Individual recognition signage at the event.

## **Silver Sponsor - \$10,000** A Silver Sponsor receives:

- Two tables of 10 with priority assignment
- Verbal recognition from the podium
- Highlighted listing as a Silver Sponsor including your logo on the AFP Chicago Website, in the event invitation and program,
- Logo featured during the event, via TINT social media wall
- Recognition signage at the event

## **Bronze Sponsors - \$5,000** A Bronze Sponsor receives:

- One table of 10 with priority assignment
- Verbal recognition from the podium
- Highlighted listing as a Bronze Sponsor including your logo on the AFP Chicago Website, in the event invitation and program book
- Recognition signage at the event.

## **Guarantor- \$2,500** A Guarantor Sponsor receives:

- One table of 10
- Logo featured during the event, via TINT social media wall
- Listing in the program.

## **Benefactor Sponsors - \$1,500** A Benefactor Sponsor receives:

- One table of 10
- Listing in the program book

## **Sustainer - \$500** A Sustainer Sponsor receives four tickets and listing in the program.

## **Patron Sponsors - \$250** A Patron Sponsor receives two tickets and listing in the program.

## **Friend Sponsors - \$150** A Friend Sponsor receives one ticket and listing in the program.

# About AFP Chicago

## 2016 Executive Committee

### **President**

Eric B. Johnson, Illinois Network of Charter Schools (INCS)

### **President-Elect**

John Huebler, CFRE, Illinois Institute of Technology

### **Senior Vice President – Education**

Travis Carley, CCS

### **Senior Vice President – Membership**

Morgan Henington, Holy Name Cathedral

### **Senior Vice President – Communications & External Relations**

Melissa Berliner, Campbell & Company

### **Senior Vice President – Ethics & Emerging Initiatives**

Judy Lindsey, CFRE, Methodist Hospitals Foundation

### **Treasurer**

Craig Morris, CFRE, Illinois Action for Children

### **Secretary**

Shawn M. Gavin, CFRE, Northwestern School of Law

### **Immediate Past President**

Jacquelyn M. Bonavia, CFRE, University of Illinois at Chicago

## 2016 Board of Directors

**Michael Boersma, CFRE**, Advocate Charitable Foundation

**Kevin Crowe, CNP**, University of Illinois at Chicago

**Sherre Jennings Cullen CFRE**, Urban Gateways

**Melanie Dykstra**, Dominican University

**Melanie Frazier, CFRE**, National Association of Urban Debate Leagues

**Tula Gogolak**, Easter Seals, Inc.

**Alyson Hall**, American Association of Endodontists Foundation

**Kristienne Hanna**, Swedish Covenant Hospital

**Elise Krikau**, Campbell & Company

**Meredith Mann**, Center for Conflict Resolution

**Stacey O'Malley**, Feeding America

**Katie Roth, CFRE**, Lake Forest College

**Crystal Williams, CNP**, Axelson Center for Nonprofit Management



# 2016 Sponsorship Opportunities

*AFP Chicago is the only professional association in the region that is dedicated to fundraising across all specialities, subsectors, and levels of experience – AND one of the largest community of fundraising professionals in the United States.*

For more information:

Stacey O'Malley  
Director of Development, Feeding America  
Chair, Resource Development / AFP Chicago  
312-641-5594

[stomalley@feedingamerica.org](mailto:stomalley@feedingamerica.org)

Pamela V. Williams, CAE  
Executive Director - AFP Chicago  
1717 N. Naper Blvd., Suite 102  
Naperville, IL 60563  
Direct Line 630-599-7123  
Fax 630-995-7800

[pwilliams@afpchicago.org](mailto:pwilliams@afpchicago.org)



# 2016 Sponsorship Pledge Form



## COMPANY/ORGANIZATION INFORMATION

(Please list company/organization name exactly as you would like it to appear in materials)

Main Contact Person \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

We would like to sponsor the following AFP Chicago programs:

Education Breakfast Programs – Series Sponsor **SOLD**  
\_\_\_\_\_ \$6,000 - Exclusive

Webinar Series Sponsor  
\_\_\_\_\_ \$2,000 per webinar (3 available)

Peer Mentoring Program **SOLD**  
\_\_\_\_\_ \$3,500 – Exclusive

Ethics in Philanthropy Roundtable  
\_\_\_\_\_ Co-sponsor - \$2,500 (3 available)

Fundamentals of Fundraising Course  
\_\_\_\_\_ Exclusive - \$2,000  
\_\_\_\_\_ Co-sponsor - \$750 (4 available)

Educational Workshops  
\_\_\_\_\_ Annual Giving – Exclusive - \$6,500  
City - \$3,500 **On Hold** Suburb - \$3,500 **SOLD**

\_\_\_\_\_ Major Gifts – Exclusive - \$6,500  
City - \$3,500 **On Hold** Suburb - \$3,500 **SOLD**

Thought Leader Programs (2 opportunities)  
\_\_\_\_\_ \$3,000 per program **One Sold, One on Hold**

Chicago Fellows Program  
\_\_\_\_\_ Leadership Circle - \$500  
\_\_\_\_\_ Educator Circle – \$250  
\_\_\_\_\_ Circle of Friends - \$100

Year End Celebration  
\_\_\_\_\_ Co-sponsor - \$2,500 (2 available)

On-Line Job Source (\$3,000 Exclusive)  
\_\_\_\_\_ of 24 editions @ \$125 Each = \_\_\_\_\_

Senior Professionals Networking Events (2 available)  
\_\_\_\_\_ Event #1 – 2 available @ \$250  
\_\_\_\_\_ Event #2 – 2 available @ \$250

Young Professionals Program  
\_\_\_\_\_ Exclusive - \$1,500

After Hours Program  
\_\_\_\_\_ Exclusive, per event - \$500 (3 available)

40<sup>th</sup> Anniversary Philanthropy Awards Luncheon  
\_\_\_\_\_ Presenting Sponsor (\$40,000)  
\_\_\_\_\_ Platinum Sponsor (\$25,000)  
\_\_\_\_\_ Gold Sponsor (\$15,000)  
\_\_\_\_\_ Silver Sponsor (\$10,000)  
\_\_\_\_\_ Bronze Sponsor (\$5,000)  
\_\_\_\_\_ Guarantor Sponsor (\$2,500)  
\_\_\_\_\_ Benefactor Sponsor (\$1,500)  
\_\_\_\_\_ Sustainer Sponsor (\$500)  
\_\_\_\_\_ Patron Sponsor (\$250)  
\_\_\_\_\_ Friend Sponsor (\$150)

Unrestricted Giving  
\_\_\_\_\_ Unrestricted Gift at \$\_\_\_\_\_ level

# 2016 AFP Chicago Sponsor

## PAYMENT AND PLEDGE INFORMATION

Company Name \_\_\_\_\_

Enclosed is our payment of \$\_\_\_\_\_.

Please charge Master Card, Visa or American Express (Circle one).

*Note: Credit cards will automatically be debited as per above directions.*

### Payment Method

\_\_\_\_\_ Check Enclosed    \_\_\_\_\_ Visa    \_\_\_\_\_ MasterCard    \_\_\_\_\_ AMEX

Card Number \_\_\_\_\_

Signature \_\_\_\_\_

Name on Card \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_

***Sponsorships should be paid-in-full at least 90 days prior to the date of the sponsored program or event.***

### Other Payment Method

We prefer to pay this pledge in the following manner, starting:

- \_\_\_\_\_ Monthly
- \_\_\_\_\_ Quarterly
- \_\_\_\_\_ Semi-annually
- \_\_\_\_\_ Annually

We would like to receive pledges reminders via: \_\_\_\_\_ Email    \_\_\_\_\_ Mail

Please mail or fax form to :  
Pamela V. Williams, CAE / Executive Director / AFP Chicago Chapter  
1717 North Naper Blvd., Suite 102 / Naperville, IL 60563  
Fax: 630-416-9798 / Phone: 630-416-1166

