



2018 SPONSORSHIP OPPORTUNITIES





Why Sponsor AFP Chicago

The Association of Fundraising Professionals (AFP) Chicago chapter is your go-to resource for all things related to fundraising and the Chicago nonprofit community. AFP Chicago members represent a multitude of organizations including health and human services, education, religious, the arts, and consulting firms. Sponsoring AFP Chicago provides visibility at chapter educational and networking programs, plus exposure in marketing materials and email communications to over 4700 contacts through our monthly *eDevelopments* newsletter, numerous email blasts and a strong social media and web presence. Sponsorship opportunities make it possible for you to reach our membership base and thousands of nonprofit organizations operating in Chicago and its surrounding areas.

KEY DEMOGRAPHICS:

Members: AFP Chicago has 875+ members, representing over 500 organizations and 32,000 international members.

Website visits annually: 440/month; 5,000/year

Facebook Likes: 400+

LinkedIn Connections: 1,584

Twitter Followers: 903

Active email addresses: 4,700

Education program attendance:

- Five breakfast programs annually 100
- *Development Day Chicago* conference 325+
- Annual Meeting of the membership 120+
- Annual Philanthropy Awards Luncheon 750+

Putting your sponsorship dollars to good use, AFP Chicago dedicates resources to:

- Develop new educational programs for our culturally diverse membership,
- Provide scholarships for new members in the profession
- Strengthen the institutional capacity of nonprofit organizations so they may address the critical needs of the community more fully

Your participation as a chapter sponsor will tremendously impact the AFP Chicago legacy for future generations of fundraising professionals.

2018 SPONSORSHIP OPPORTUNITIES AND RECOGNITION:

For 2018, AFP has re-imagined its sponsorship opportunities. Sponsors can now select from single event sponsorships, or choose to support as an AFP Chicago Continuous Learning Sponsor, which offers **visibility** and **recognition** across several of our signature offerings.

NEW IN 2018 - AFP Chicago is pleased to introduce a new recognition program for sponsors – the **Chapter Champions** program. Sponsors can now select from single event a la carte sponsorships, Continuous Learning sponsorships, and Development Day Chicago opportunities, each offering unique visibility and recognition benefits. All Continuous Learning, Development Day Chicago and a la carte sponsorships that come in at a level of \$5,000 or higher will be eligible for **Chapter Champion** recognition.

In addition, AFP Chicago offers separate sponsorship opportunities to support our annual Faces of Philanthropy Awards Luncheon. (See opportunities on page 7)

We are honored to unite with individuals, corporations and foundations to advance the fundraising profession. Sponsors may choose from our educational offerings, signature events, networking opportunities, or a combination thereof. **We welcome the opportunity to customize a proposal for your consideration.**

Please see sponsorship matrix and corresponding descriptions for specific event underwriting opportunities and benefits.

2018 OPPORTUNITIES

CHAPTER CHAMPION PROGRAM – NEW FOR 2018!



AFP Chicago is pleased to introduce a renewed and revamped Chapter Partners program for 2018, now known as the **Chapter Champions** program. Chapter Champions are AFP Chicago's strongest advocates and commit to a single or combined sponsorship of \$5,000* or more. Chapter Champions will receive recognition commensurate with their level of support. Those committing to \$5,000 or more could receive print recognition in the member directory, Awards Luncheon program book and social media wall, plus listing on the chapter website. Sponsors of \$10,000 or more receive special signage at all chapter events, and those of \$15,000 or more will receive verbal recognition at all chapter events. These benefits are in addition to those associated directly with a Continuous Learning Council or a la carte sponsorship opportunity. The Champions Program is our way of saying thank you to our greatest supporters. Thank you!

CONTINUOUS LEARNING SPONSORSHIP – NEW FOR 2018

Continuous Learning sponsors make an annual financial pledge to support critical chapter programming. In return, we are pleased to offer expanded access to the members of AFP Chicago and participation opportunities across a number of our educational programs. Organizations still have the opportunity to support AFP Chicago through à la carte sponsorships, or a combination of opportunities; however, the Continuous Learning sponsorship offers a single point of entry for our most popular programs at our most popular sponsorship levels. Similarly, our Continuous Learning sponsors may choose to add to their support with à la carte options.

CONTINUOUS LEARNING SPONSOR BENEFITS	CONTINUOUS LEARNING SPONSORSHIPS		
	Innovation \$10,000	Premier \$7,500	Pioneer \$5,000
Advertising/Promotion			
- Profile/link to homepage on chapter website	X	X	X
- Verbal recognition at all chapter events	X	X	X
- Signage at all chapter events	X	X	X
- Inclusion in all chapter donor listings	X	X	X
Development Day Chicago			
- All benefits of General Exhibitor Sponsor (see page 5)	X	X	X
Educational Programming- <i>Includes four Tactical Toolbox breakfast meetings and the Annual Meeting</i> of the membership			
- Opportunity to give welcoming remarks at two Tactical Toolbox breakfasts. Plus the opportunity to distribute materials to program participants.	X		
- Recognition on all promotional materials. Plus verbal recognition from the podium.	X	X	X
- Signage at all educational programs	X	X	X
- Complimentary registration for all educational programs	3	2	1

To receive all special *Continuous Learning sponsorship* recognition benefits in 2018, donors must commit to a single sponsorship gift of \$5,000 or more, as listed above.

OR SELECT À LA CARTE SPONSORSHIP OPPORTUNITIES

In addition to our *Continuous Learning sponsorship* support levels, AFP Chicago offers presenting sponsorship opportunities, à la carte, for its educational programs, networking events and more. These sponsorship opportunities can be purchased separately or in addition to a Continuous Learning sponsorship. A' La Carte sponsorships totaling \$5,000 or higher will be recognized as an AFP Chicago *Chapter Champion*.

EDUCATIONAL PROGRAMMING

AFP Chicago offers a number of exciting educational programs throughout the year. Signature programs include our Peer Mentoring program which promotes career development and advances the fundraising profession, and the AFP Chicago Fellows program that furthers the careers of those who represent and/or are serving culturally and ethnically diverse organizations.

AFP Chicago Fellows Program Presenting Sponsor - \$7,500

Supports individuals who represent and/or who serve culturally and ethnically diverse organizations. Fellows receive complimentary membership dues, tuition and registration fees to most AFP Chicago events including *Development Day Chicago* and *Faces of Philanthropy Awards Luncheon*. The presenting sponsor will be recognized on all associated promotional materials.

AFP Chicago Fellows Individual Scholarship Sponsor (7 available) - \$1,000

Underwrite one Fellow's education for 2018. Sponsors will be recognized on all Fellows materials and have the opportunity to meet and engage with their Fellow throughout the year.

Fundamentals of Fundraising Presenting Sponsor (July 18-19, 2018) - \$5,000 Exclusive Sponsor or Two at \$2,500

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 receive one complimentary registration, have their logo/credit line featured on all promotional materials, and receive recognition from the podium and signage on the day of the event.

Peer Mentoring Presenting Sponsor - \$4,500 Exclusive or Two at \$2,250

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. Sponsors will be invited to two kick-off events per year, have the opportunity to greet attendees as they arrive, have their logo/credit line featured on all promotional materials, and receive recognition from the podium and signage on the day of the event.

Annual Breakfast Meeting Presenting Sponsor (December 7, 2018) - \$3,000

Held annually in December, this breakfast program combines educational programming and the Chapter Annual Meeting and volunteer recognition. Sponsors will receive two complimentary registrations, recognition on all promotional materials, verbal recognition and signage on site, receive two minutes of podium time at the start of the program, have the option to join the Chapter's Education Council, and distribute materials to program participants.

AFP Chapter Webinar(s) Presenting Sponsor (4 available) - \$500 each

AFP Chicago offers several "hot topic" custom webinars free to AFP members. Sponsors work with AFP Chicago's Continuous Learning Council to create and deliver content. They will be recognized in all promotional materials.

NETWORKING AND MORE!

AFP Chicago offers its members the opportunity to network, interact with one another and stay on top of Chapter and industry developments. These a la carte opportunities offer a great way to get your name in front of a wide audience while supporting AFP and the continued advancement of the fundraising profession. A la carte opportunities include:

AFP Chicago After Hours

\$500 each; four opportunities available

Be the exclusive sponsor of one or the full series of membership networking events. Hosted by the Membership Committee and held throughout the Chicagoland area, these events draw current and prospective members together. Sponsors are invited to attend the event, will be recognized in all promotional materials, and will receive one-time use of the pre/post event list.

AFP Chapter Guest Column

\$500 each; ten opportunities available

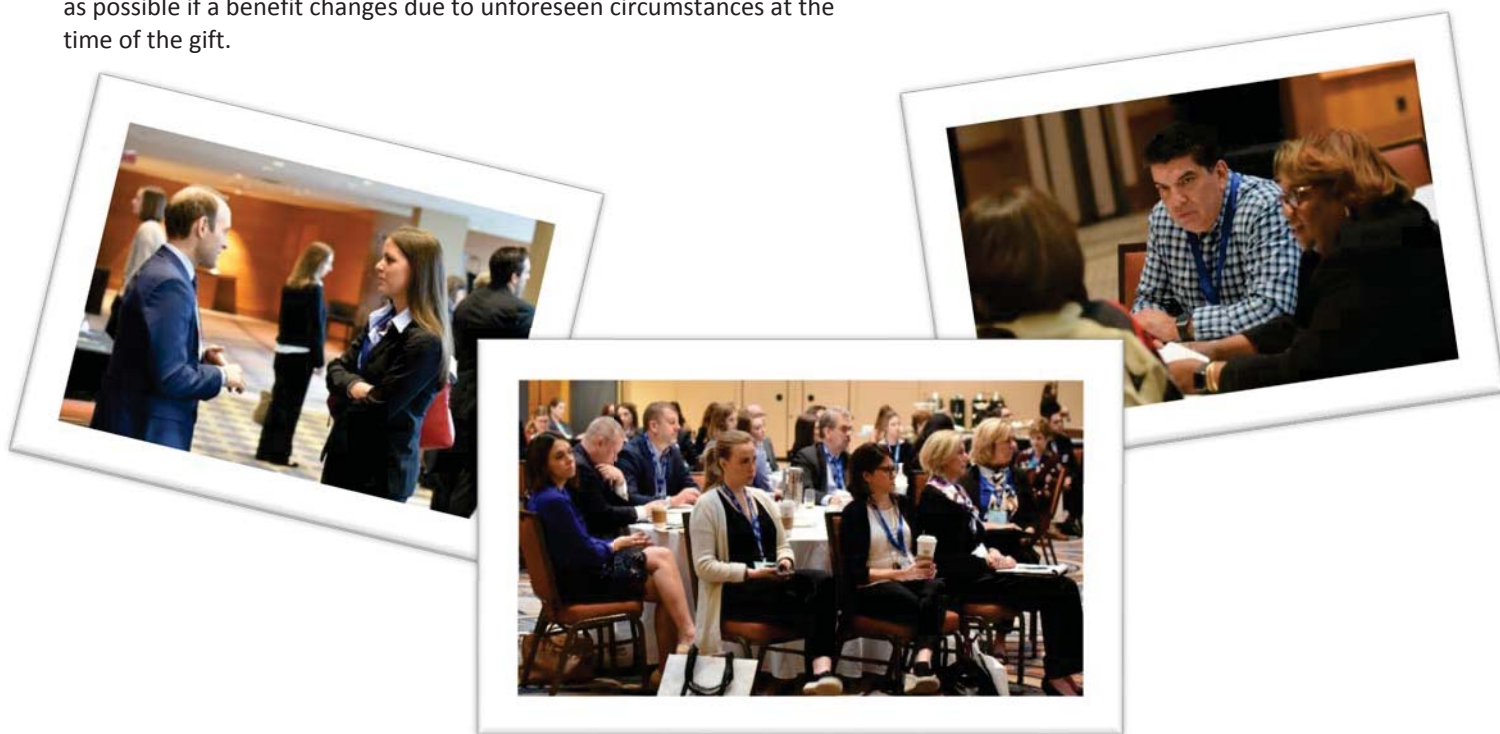
AFP Chicago will post up to ten guest columns per year on their website. The columns should be geared to development professionals and should avoid self-promotion in content. Your name and organization’s name will appear with your column. All columns will be submitted and approved by the AFP Chicago marketing committee for editorial content.

AFP Chicago Online Job Source

\$125 per email blast

Be the exclusive sponsor of the AFP Chicago Online Job Source email blasts sent to all members twice monthly. Your name and logo will be included in the email with the job postings. The Online Job Source offers great exposure as the go-to job resource for Chicago fundraising professionals.

***PLEASE NOTE:** 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 in order to reach the Chapter Champion level of sponsorship and must be paid for separately. Benefits are based on annual contributions by calendar year. 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.



Our Premier Educational Conference

DEVELOPMENT DAY CHICAGO *September 14, 2018*

This event invites hundreds of fundraisers for a full day of learning through creative sessions, networking and more. Last year’s program included round table discussions, break-out sessions, a networking reception, and plenty of expertise and collaboration. Formerly the *Midwest Conference on Philanthropy, Development Day Chicago* is now in its second year and promises to be better than ever!

Sponsors of *Development Day Chicago* can choose from a variety of sponsorship options. Additional opportunities may be added as plans for this year’s program are finalized.

SPONSORSHIP BENEFITS	DEVELOPMENT DAY SPONSORSHIP LEVELS							
	Presenting Sponsor \$12,000	Lunch Sponsor \$5,000	Reception Sponsor \$4,500	Session Sponsor \$2,500	Give-Away Sponsor \$2,500	General Exhibitor \$2,000	Underwriter \$1,000	Contributor \$500
Event tickets	5	2	2	1	1	1		
Logo/credit line on all conference materials	X	X	X	X	X	X	X	
Marketing materials in registration packets	X	X	X	X	X	X	X	X
Use of pre/post conference list	X	X	X	X	X	X		
Recognition from podium	X	X	X					
Inclusion in all donor listings	X	X	X	X	X	X	X	X
Welcoming comments from podium	X	X						
Exhibit space	X	X	X	X	X	X		
Recognition signage at event	X	X	X	X	X	X		
Recognition ribbon at event	X	X	X	X	X	X		

ABOUT THE OPPORTUNITIES:

Presenting Sponsor – Exclusive opportunity to be recognized as the Development Day Chicago presenting sponsor on all promotional materials and day-of activities. Speaking role during opening session. Includes exhibit space.

Lunch Sponsor – Exclusive opportunity to sponsor luncheon and associated programming attended by all participants. Speaking role during luncheon. Includes exhibit space.

Reception Sponsor – Exclusive opportunity to sponsor the closing networking reception – extremely popular and well attended. Includes exhibit space.

Session Sponsor – Underwrite a single session of Development Day Chicago. Welcome session attendees and introduce speakers. Includes exhibit space.

Give-Away Sponsor – Underwrite an attendee give-away including tote-bags, pens and more. Includes exhibit space.

General Exhibiting Sponsor – Includes exhibit space, recognition as noted above and attendance for the day’s events.

Underwriter/Contributor – general sponsor of *Development Day Chicago*.

2018 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 for AFP Chicago:

Continuous Learning Sponsorships

_____ Innovation - \$10,000

_____ Premier - \$7,500

_____ Pioneer - \$5,000

Development Day Chicago 2018

_____ Presenting Sponsor - \$12,000

_____ Lunch Sponsor - \$5,000

_____ Reception Sponsor - \$4,500

_____ Session Sponsor - \$2,500

_____ Give-Away Sponsor - \$2,500

Item _____

_____ General Exhibitor Sponsor - \$2,000

_____ Underwriter Sponsor - \$1,000

_____ Contributor Sponsor - \$500

Annual Meeting Sponsor

_____ Exclusive Sponsor (\$3,000)

Fundamentals of Fundraising

_____ \$5,000 Exclusive

_____ \$2,500 Co-Sponsor (2 available)

Webinar Series Sponsor

_____ \$500 per webinar (4 available)

Fellows Program

_____ \$7,500

Fellows Individual Scholarship Sponsor

_____ \$1,000 (7 available)

Peer Mentoring Sponsor

_____ \$4,500 Exclusive

_____ \$2,250 Co-Sponsor (2 available)

Guest Columns

_____ \$500 per column (10 available)

On-Line Job Source

_____ editions @ \$125 Each = _____

After Hours Program

_____ Exclusive, per event - \$500 (4 available)

Unrestricted Giving

_____ Unrestricted Gift at \$ _____



2018 AFP Chicago Sponsor

PAYMENT AND PLEDGE INFORMATION

Company Name _____

Enclosed is our payment of \$_____.

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 :
Gail A. Brooks, CMP / Director of Meetings & Events / AFP Chicago Chapter
1717 North Naper Blvd., Suite 102 / Naperville, IL 60563
gbrooks@afpchicago.org / Phone: 630-416-1166

A Signature Offering

42nd ANNUAL FACES OF PHILANTHROPY AWARDS LUNCHEON *Friday May 11, 2018*

Each year, AFP Chicago honors the many donors and volunteers whose gifts of time, expertise, and resources contribute significantly to the success of the non-profit agencies and institutions they serve. The *Faces of 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. More than 800 attendees gather for this, the premier networking event for the Chicago philanthropic community. Our honorees for 2018 include:

Distinguished Philanthropist Award

Kenneth C. Griffin, Citadel

Emerging Philanthropist

The Anthony Rizzo Family Foundation

Executive Leader Award

Ilene S. Gordon, Ingredion Incorporated

Outstanding Community Leader Award

Joy Aruguete, Bickerdike Redevelopment Corporation

Professional Grantor Award

Julie Chavez, Bank of America

Benjamin Franklin Award

Mary Ladish Selander, Lyric Opera of Chicago

Outstanding Volunteer Award

Michael Matters Foundation

Outstanding Youth in Philanthropy Award

Jahkil Jackson

Sponsors of the *Faces of Philanthropy Awards Luncheon* will receive tickets to the event and listing in the program. Additional benefits may include a speaking role, verbal recognition from the podium, individual or group signage, social media blasts, and more depending on sponsorship level.

SPONSORSHIP BENEFITS	AWARDS LUNCHEON SPONSORSHIP LEVELS									
	Presenting Sponsor* \$25,000	Platinum Sponsor* \$15,000	Gold Sponsor* \$10,000	Silver Sponsor* \$7,500	Bronze Sponsor* \$5,000	Guarantor \$2,500	Benefactor \$1,500	Sustainer \$500	Patron \$250	Friend \$125
Event tickets	30	20	20	20	10	10	10	4	2	1
Recognition from podium	X	X	X	X	X					
Inclusion in all Awards luncheon donor listings	X	X	X	X	X					
Listing in event program book	Logo	Logo	Logo	Logo	Logo	X	X	X	X	X
Acknowledgement on social media	X	X	X							
Logo featured during event via TINT social media wall	X	X	X	X	X	X				
Individual recognition signage at event	X	X								
Recognition signage at event			X	X	X					

* Event sponsors of \$5,000 or more will receive priority seating (tables of ten) and highlighted listings including your logo on the AFP Chicago website, in the event invitation and in the event program.



**2018 Philanthropy Awards Luncheon Sponsorship Form
May 11, 2018**

I have enclosed a check for the following sponsorship package:

- | | | |
|--|---|--|
| <input type="checkbox"/> Presenting - \$25,000 | <input type="checkbox"/> Bronze - \$5,000 | <input type="checkbox"/> Patron - \$250 |
| <input type="checkbox"/> Platinum - \$15,000 | <input type="checkbox"/> Guarantor - \$2,500 | <input type="checkbox"/> Friend - \$150 |
| <input type="checkbox"/> Gold - \$10,000 | <input type="checkbox"/> Benefactor - \$1,500 | <input type="checkbox"/> Table of Ten - \$1,000 |
| <input type="checkbox"/> Silver - \$7,500 | <input type="checkbox"/> Sustainer - \$500 | <input type="checkbox"/> Individual Ticket - \$100 |

Name _____ Prof. Designation _____ (e.g. CFRE, Jr, Ph.D.)

Organization _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Sponsor name as you would like it to appear on all materials: (Deadline for printing is April 25, 2018)

Please indicate special access or dietary allergies, if any. _____

Are you attending the Awards Luncheon in support of one our 2018 honorees? (Choices are)

- | | | |
|--|---|--|
| <input type="checkbox"/> I am attending for the networking | <input type="checkbox"/> Joy Aruguete | <input type="checkbox"/> Michael Matters Foundation |
| <input type="checkbox"/> Kenneth C. Griffin | <input type="checkbox"/> Julie Chavez | <input type="checkbox"/> The Anthony Rizzo Family Foundation |
| <input type="checkbox"/> Ilene S. Gordon | <input type="checkbox"/> Mary Ladish Selander | |
| | <input type="checkbox"/> Jahkil Jackson | |

I will not be attending the Awards Luncheon. Please accept this as a donation.

Payment Information: Please send my receipt via (please check one): _____email _____hard copy

*Please make checks payable to **AFP Chicago**.. Include payment with form and mail to:
1717 N Naper Blvd., Ste. 102, Naperville, IL 60563-8837*

Please do not submit your form with credit card information, instead use our secure online system to pay by credit card at www.afpchicago.org and click on the [Awards Luncheon](#) tab.

Thank you for your support! For IRS purposes: the fair market value for a single ticket is \$49.00.

AFP Chicago 2018 Leadership

2018 EXECUTIVE COMMITTEE

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Melissa Berliner, Campbell & Company

President-Elect

Morgan Henington, Cristo Rey Jesuit High School

Vice President – Continuous Learning

Alyson Hall, CFRE, American Academy of Endodontists Foundation

Vice President – Member Engagement & Marketing

Katie Roth Mylenbusch, CFRE Gigi's Playhouse Foundation

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Kristienne Hanna, Swedish Covenant Hospital

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Milton Rodriguez, CFRE, Chicago Scholars Foundation

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Pamela V. Williams, CAE

Sponsorship Contacts

For more information on sponsorship opportunities, please contact:

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