



# Sponsorship Opportunities

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2022

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## Making Change in Maryland

Thank you for your interest in supporting the AFP Maryland Chapter!

This year, the chapter has a goal of raising \$25,000 in sponsorship and your support is critical to the success of our chapter. Sponsorship enables us to offer innovative programming, professional development opportunities, and a network of support for our members.

**New this year!** We increased sponsor benefits by combining opportunities across all of our events to increase visibility of your organization's generous support.



### Statement on Diversity, Equity, & Inclusion

The AFP Maryland Chapter is committed to diversity, equity, and inclusion across the organization where all members, regardless of gender, race, ethnicity, national origin, age, sexual orientation, or disability, feel valued and respected.

## About AFP Maryland

The AFP Maryland Chapter is committed to convening development professionals across the central Maryland area and equipping them with the knowledge and resources to adapt to changing times.

Dues from our members and registration fees for our paid programs subsidize AFP Maryland's professional development offerings, but sponsorships and gifts ensure our chapter can equip local nonprofit leaders to strengthen their communities.

With your support, we can amplify the impact of thousands of mission-driven nonprofits and empower fundraisers to be change agents in the philanthropic sphere.

Partnerships enable us to:

- Create a network of over 300 fundraising professionals who collaborate to share resources and effect lasting change.
- Offer the professional and volunteer fundraising community exceptional opportunities for continuing education, professional advancement certification, and exchange of relevant information.
- Provide a framework for ethical fundraising that evolves to reflect the contemporary moment and offer transparency and support to our members and community.

# Partnership Opportunities

## Lead Sponsor | \$5,000 Exclusive

Opportunity to sponsor all AFP Maryland signature events and targeted programming during 2022. This sponsor will be listed as the Lead Sponsor at National Philanthropy Day and have an opportunity to sponsor an educational program session of their choosing (depending availability). Also includes:

- Opportunity to partner with AFP Maryland to co-create educational session for membership.
- 10 complimentary non-transferable registrations for National Philanthropy Day.
- Logo prominently featured in promotional materials (event emails, website, monthly AFP newsletter, press releases, etc.) and website as Lead Sponsor.
- If applicable, marketing video produced/created by Lead Sponsor to be shared on social media and website leading up to the event. Ad/slide featuring logo displayed during all events.
- Five social media mentions as well as five dedicated social media post/reposts on AFP Maryland LinkedIn and Facebook pages.
- Congratulatory message on dedicated event page hosted on AFP Maryland website.
- Standalone email showcasing Lead Sponsor to all active Chapter members.

## Patron Sponsor | \$2,500 (5 available)

Our Patron Sponsors will directly support our 2022 signature event National Philanthropy Day, and includes:

- Five complimentary non-transferable registrations for National Philanthropy Day.
- Logo in promotional materials (event emails, website, monthly AFP newsletter, press releases, etc.) and website as a Patron Sponsor.
- Three social media mentions as well as three dedicated social media posts/reports on AFP Maryland LinkedIn and Facebook pages.

## Supporting Sponsor | \$1,250 (6 available)

Our Supporting Sponsor will directly support our 2022 signature event National Philanthropy Day, and includes:

- Three complimentary non-transferable registrations for National Philanthropy Day.
- Logo in promotional materials (event emails, website, monthly AFP newsletter, press releases, etc.) and website as a Supporting Sponsor.
- Two social media mentions as well as two dedicated social media posts/reports on AFP Maryland LinkedIn and Facebook pages.

## Friend Sponsor | \$500 (6 available)

Our Friend Sponsor will directly support our 2022 signature event National Philanthropy Day, and includes:

- One complimentary non-transferable registrations for National Philanthropy Day.
- Company Listing in promotional materials (event emails, website, monthly AFP newsletter, press releases, etc.) and website as a Friend Sponsor.



## 2022 Added Benefits of a Lead Sponsorship

- IDEA Diversity Month Sponsor:  
April 6 - DEI in Philanthropy: The Importance of Cultural Competency  
April 13 - Women and Minorities: Pay Equity and Salary Negotiation Focus  
April 20 - Social Justice & Philanthropy: Advocating with Genuine Authenticity  
April 27 - DEI Practices and HR: Recruiting and Retaining Top Talent Equitably
- Partner to create content for a sponsored webinar for local and regional AFP members.

For more information about sponsorship opportunities please contact:

Kimberly Weiner  
AFP Chapter President  
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Elise Krikau  
Member, AFP Board of Directors  
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To complete your sponsorship payment today please visit:

**[www.afpmaryland.org](http://www.afpmaryland.org)**

**AFP's mission is to foster the growth and development of a culturally diverse population of fundraising professionals, enhance philanthropy by encouraging giving and volunteering, and promote ethics in fundraising and sound non-profit management throughout Maryland.**