



2022 AFP DC SPONSOR OPPORTUNITIES



AFP-DC is the largest AFP Chapter in the United States.

Our membership of nearly 1,000 fundraisers from more than 500 organizations — and nearly a hundred consultants and vendors in the nonprofit space — includes representation from diverse ethnic backgrounds and sectors that enables rich cross-sector learning. From first-year fundraisers to seasoned professionals to executive directors of nonprofits, we are a community of problem solvers, strategic thinkers and innovators, united in our desire to advance philanthropy in our region.

AFP DC offers opportunities for companies to support our educational events and member outreach activities throughout the year, including our eight affinity groups where people of common backgrounds, interests, or within specific sub-sectors regularly get together. Through these opportunities, sponsors can increase their visibility and build

relationships among AFP DC Chapter members and thousands of associated professionals from not-for-profit organizations throughout Washington, DC region.

As nonprofits have shifted to virtual offices while continuing to raise funds and engage donors during this pandemic, networking opportunities are more important than ever. AFP DC has transformed its sponsorship options to meet today's needs and respond to our members' requests for online content and new ways to stay connected with fundraising colleagues. Our new program begins January 1 and runs through December 31, 2022 and includes FIVE different sponsorship levels with added benefits to provide Chapter Partners better value and recognition throughout the year.

FOR MORE INFORMATION ABOUT AFP DC SPONSORSHIP CONTACT
202 845 7450 | INFO@AFPDC.ORG | COMMUNITY.AFPNET.ORG/AFPDC



AFP DC KEY DEMOGRAPHICS



314

Members are Senior
Level Executives



50

(and growing)
Chapter hosted events



2,700

Followers on
Social Media



CHAPTER
DEMOGRAPHICS



2780

(and growing)
Event attendance



140

Members are
Young Professionals
(30 and Younger)



214

Non-Profit Organizations
(Represented by AFPDC
Membership)

AFP DC 2022 SPONSORSHIP BENEFITS

		PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	CHAMPION \$500
CORE BENEFITS	Complimentary AFP DC Memberships <i>(additional chapter affiliations to be paid by the sponsor)</i>	3	2	1	0	0
	Complimentary registrations to be used for attendance at any Chapter-hosted educational programs during the calendar year	12	6	5	4	2
	Recognition on AFP DC website with link to Partner profile and website	✓	✓	✓	✓	✓
	Recognition on all mailings, emails and at all programs	✓	✓	✓	✓	✓
	Logo recognition at all chapter events on banner (in-person) or PPT slide (virtual)	✓	✓	✓	✓	✓
	Quarterly recognition on AFP DC social media platforms	✓	✓	✓	✓	
PLATINUM EXCLUSIVE	Opportunity to co-host one networking event (in person and virtual)	✓				
	Opportunity to Lead a Professional Development Webinar during the calendar year (Virtual)	✓				
SPECIAL MARKETING (Choose 2 of 4)	Three (3) 30 second videos to be posted on AFP DC social media channels	Choose Two of Four				
	Two (2) ads in monthly chapter newsletter					
	One (1) email (to be sent by the chapter) to the membership promoting sponsor company					
	Opportunity for two (2) Feature Posts on LinkedIn during the calendar year					
GOLD EXCLUSIVE	Presenting Sponsor of Core Education Session or Advanced Executive Session or another designated Chapter opportunity (in person and virtual)		✓			
	Opportunity to co-host one (1) networking event (in person and virtual)		✓			
SPECIAL MARKETING (Choose 2 of 4)	Two (2) 30 second videos to be posted on AFP DC social media channels	Choose Two of Four				
	Two (2) ads in monthly chapter newsletter					
	One (1) email (to be sent by the chapter) to the membership promoting sponsor company					
	Opportunity for two (2) Feature Posts on LinkedIn during the calendar year					
SILVER EXCLUSIVE	One (1) 30 second video to be posted on AFP DC social media channels			✓		
	One (1) email (to be sent by the chapter) to the membership promoting sponsor company			✓		