

AWARD SPONSORSHIPS

2021



CHANGE THE WORLD



WITH A GIVING HEART

**National
Philanthropy Day®**

NOVEMBER 2021

The Washington, DC chapter of the Association of Fundraising Professionals will celebrate National Philanthropy Day 2021 **digitally**. Preserving the spirit of NPD, this year's program will showcase recipients of the following awards: Fundraiser of the Year, IDEA Exemplar, Philanthropist of the Year, Rising Star Fundraiser of the Year, and Youth Fundraiser of the Year.

AWARD SPONSORS

Award sponsors will enjoy premier exposure and enticing benefits. Sponsors will be featured in a professionally produced video that will be widely disseminated by mid-November to coincide with NPD. In the lead up to the video release, short promotional snippets will showcase sponsors as well.

Be sure to check out the [2020 AFP DC NPD Awards Video](#) to see the fabulous sponsor recognition!

Please contact the National Philanthropy Day Chair, Paul Yeghiayan, with questions about becoming an Award Sponsor.

paul.lon.yeghiayan@gmail.com or call 202-845-7450





2021 NATIONAL PHILANTHROPY DAY

AFP DC's **digital** approach to NPD 2021 is a departure from past in person NPD programs. Celebrating this year's awardees by video will offer significantly **more exposure** to the awardees themselves and the award sponsors. While in-person NPD luncheons and receptions have typically drawn 200-250 guests annually, **a video's reach and viewership are limitless and timeless.**

AFP DC will market the digital program's mid-November "Awards Video" extensively this fall and disseminate the final product widely. AFP DC anticipates significant viewership of our digital 2021 NPD celebration and welcomes the opportunity to partner with you. **Award sponsors are limited to five (one sponsoring organization per award).**

AWARD SPONSORSHIP LEVEL: \$5,000 PER AWARD

Award sponsorship benefits:

- Remarks from a representative of the sponsoring organization in the digital program
- Prominent placement of the organization's logo in the digital program (and in all advertising of the program, including an attention-getting video snippet before the video's release)
- Recognition in monthly AFP DConnection (e-newsletter with a distribution of more than 1,000) from August-November
- One-time use of AFP DC member mailing list for direct mail correspondence
- NPD logo for use on your organization website (AFP DC to provide)

2021 NATIONAL PHILANTHROPY DAY AWARDS (AFP DC CHAPTER)

Fundraiser of the Year Award

AFP DC seeks to recognize the individual fundraiser (or fundraising team) who has gone the "extra mile," showing consistent excellence and best practice in achieving high-quality fundraising through innovation, creativity, hard work, and ethical behavior.

IDEA Exemplar

AFP DC has created this new category to acknowledge a person or group who exemplifies the values of the IDEA (Inclusion, Diversity, Equity and Access) Committee. The IDEA Core Values can be found [here](#).

Philanthropist of the Year Award

AFP DC seeks to honor an individual, couple, or family who has made a positive impact in our community through giving, and whose philanthropic leadership sets an inspiring example for us all.

Rising Star Fundraiser of the Year Award

AFP DC seeks to recognize the individual fundraiser who has gone the "extra mile," showing consistent excellence and best practice in achieving high-quality fundraising through innovation, creativity, hard work, and ethical behavior. The selected individual will have been a professional fundraiser for ten or fewer years.

Youth Fundraiser of the Year Award (ages 5-17)

Recognizes service by an individual or group of young people ages 5 to 17 at the time they are nominated, who demonstrate outstanding commitment to the community through direct financial support, development of charitable programs, volunteering, and leadership in philanthropy.

WE CONNECT. WE EDUCATE. WE LEAD.

For sponsorship inquiries, please contact paul.lon.yeghiayan@gmail.com or call **202-845-7450**



AWARD SPONSORSHIPS

2021 NATIONAL PHILANTHROPY DAY SPONSORSHIP COMMITMENT FORM

Key Contact Name

Organization

Address

City

State

Zip

Phone

Email

PAYMENT INFORMATION

Check enclosed for the amount of: \$ _____

Please make check payable to AFP DC and send to:

AFP DC Metro Chapter
1717 K Street, Suite 900
Washington, DC 20006

Please send an invoice to me to pay via a secure link.

How would you like to be recognized in promotional materials?

[Make your sponsorship payment and/ or donate to AFP DC today by clicking here!](#)

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