



# Partners in PURPOSE

## 2026 Sponsor Prospectus

Take the lead in driving collaboration that turns purpose into powerful impact. Through AFP DC's "Partners in Purpose" Sponsorship Program, your organization can actively engage with dedicated fundraising professionals, elevating the practice of charitable giving while making a tangible difference in the communities we support.

**LEARN MORE**



## ABOUT AFP DC

The Association of Fundraising Professionals Washington, DC Metro Area Chapter (AFP DC) provides regional fundraisers with the hands-on strategies, tools, and best practices they need to advance their organization's missions and to grow professionally. AFP DC is the largest AFP Chapter in the U.S. and the only organization in the Washington, DC metropolitan area committed to the professional development of all fundraisers, regardless of industry or sector.

### OUR COMMUNITY

**210+**  
Nonprofits

**100+**  
Young Professionals

**440+**  
Advance Executives

**750+**  
Total Members

**3100+**  
Social Media Followers

**1600+**  
Annual Event Attendees

**9150+**  
Email Subscribers

### ABOUT "PARTNERS IN PURPOSE"

In the ever-evolving world of philanthropy, the alignment of purpose is what transforms ordinary efforts into extraordinary impact. As an association of dedicated fundraising professionals, our mission is to elevate the standards, practices, and outcomes of charitable giving. We understand that true progress is achieved not in isolation, but in partnership with those who share our vision. Through our "Partners in Purpose" sponsorship program, we invite you to join us in this journey of shared commitment. By partnering with us, your organization will play a pivotal role in advancing the art and science of fundraising, while demonstrating your dedication to making a meaningful difference in the communities we serve. Together, as partners in purpose, we can inspire generosity, foster innovation, and create lasting change.

# PACKAGE PRICES & PAGES AT A GLANCE

*[Packages listed in descending investment order.]*

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## RESERVATIONS | QUESTIONS

Reserve your partnership package at [www.afpdc.org](http://www.afpdc.org). If you have questions or need additional information, please contact the AFP DC Office at [info@afpdc.org](mailto:info@afpdc.org) or 202.772.1134

# Amplify Your Impact: THE VALUE OF PARTICIPATION

- **Brand Alignment with Purpose-Driven Initiatives:** Showcase your organization's commitment to philanthropy and social impact by aligning with the leading association of fundraising professionals.
- **Increased Visibility and Recognition:** Gain prominent exposure through event branding, digital marketing, and communication channels, reaching a targeted audience of fundraising professionals and stakeholders.
- **Networking Opportunities:** Engage directly with industry leaders, influencers, and decision-makers within the fundraising community, fostering valuable relationships and potential partnerships.
- **Impactful Contribution:** Play a vital role in advancing the fundraising profession, contributing to the development of best practices, education, and innovation in the field.
- **Customized Sponsorship Experience:** Enjoy flexibility in your sponsorship, with opportunities to tailor your involvement to specific initiatives, events, or programs that align with your strategic goals.
- **Long-Term Partnership:** Establish a lasting relationship with a leading association, creating ongoing opportunities for collaboration and mutual growth.
- **Enhanced Community Impact:** Contribute to the collective efforts that drive real change in communities, reinforcing your organization's role as a leader in social responsibility.



## Legacy Bundle Investment: \$10,000

As a Legacy Partner, your organization is committed to shaping the future of fundraising by supporting the education and development of emerging leaders through scholarships and other initiatives. **This sponsorship reflects your dedication to fostering lasting career growth for new professionals.**

### Legacy Benefits

- Exclusive sponsorship of one of the Scholarship options
- Host one partner-led webinar
- Complimentary AFP organizational membership, with 5 individual DC Chapter memberships (nonprofit partners only)
- Three complimentary individual DC Chapter memberships (for-profit firms and vendors only)
- Dedicated article in digital newsletter
- Recognition at all AFP DC events
- Hyperlinked logo in all newsletters and e-blasts
- Quarterly customized social media mentions and posts
- 10 complimentary registrations to AFP DC education and/or social events to use or for clients - All other events charged at member rates for them

## Community Bundle Investment: \$10,000

As a Community Partner, your organization plays an essential role in fostering a sense of unity and belonging within our association's membership. **This sponsorship level is focused on enhancing the connections, collaborations, and shared experiences that make our community of fundraising professionals stronger.**

### Community Benefits

- Headline sponsorship of Sunset Social or Annual Meeting w/option to host a pre-program event
- Complimentary AFP organizational membership, with 5 individual DC Chapter memberships (nonprofit partners only)
- Three complimentary individual DC Chapter memberships (for-profit firms and vendors only)
- Dedicated article in digital newsletter
- Recognition at all AFP DC events
- Hyperlinked logo in all newsletters and e-blasts
- Quarterly customized social media mentions and posts
- 10 complimentary registrations to AFPDC education and/or social events to use or for clients. All other events charged at member rates

## Empowerment Bundle Investment: \$10,000

As an Empowerment Partner, your organization plays a crucial role in empowering growth through education initiatives, equipping fundraising professionals with the knowledge, skills, and resources they need to excel in their field. **This sponsorship level is dedicated to supporting educational programs, workshops, and training opportunities that empower our members.**

### Empowerment Benefits

- Host one partner-led in-person event
- Host two partner-led webinars
- Complimentary AFP organizational membership, with 5 individual DC Chapter memberships (nonprofit partners only)
- Three complimentary individual DC Chapter memberships (for-profit firms and vendors only)
- Dedicated article in digital newsletter
- Recognition at all AFP DC events
- Hyperlinked logo in all newsletters and e-blasts
- Quarterly customized social media mentions and posts
- 10 complimentary registrations to AFP DC education and/or social events to use or for clients - All other events charged at member rates

**THE FOLLOWING ADDITIONAL A LA CARTE OFFERINGS CAN BE AVAILABLE AS STANDALONE OPTIONS OR ADDED TO THE INVESTMENT BUNDLES**

## Legacy a la Carte Offerings

### Rising Leaders Package:

#### \$5,000 Investment

- Naming rights of the Rising Leaders Program
- Up to 2 scholarships for leaders including AFP membership, Bridge Registration, APF Icon or LEAD registration, and a travel stipend for each scholar

### Emerging Execs Package:

#### \$5,000 Investment

- Naming rights of the Fundraising Intensive/CFRE Prep Program
- Two scholarships for emerging leaders covering study group and CFRE exam fee

### Aspiring Leaders Package:

#### \$5,000 Investment

- Exclusive sponsorship of Young Professional Group
- Up to 10 scholarships providing AFP DC membership for young leaders

#### All packages listed above include:

- One dedicated article in digital newsletter
- Recognition at all AFP DC events
- Hyperlinked logo in all newsletters and e-blasts
- One customized social media post



## Community a la Carte Offerings

### **Bridging Communities Package:**

#### **\$5,000 Investment**

- Exclusive sponsorship of the Bridge Conference Chapter Happy Hour
- Hyperlinked logo in newsletters and e-blasts
- One social media mention
- Recognition at AFP DC events

### **Connection Catalysis Package**

#### **\$3,000 Investment**

- Exclusive sponsorship of a Chapter Happy Hour
- Hyperlinked logo in newsletters and e-blasts
- One social media mention
- Recognition at AFP DC events



## Empowerment a la Carte Offerings

### **Pinnacle Learning Package:**

#### **\$2,000 Investment**

- Exclusive sponsorship of one in-person and one virtual education session
- Introduce your organization, the session, and the speakers
- Recognition at AFP DC events
- Dedicated article in digital newsletter
- Hyperlinked logo in newsletters and e-blasts
- Two customized social media posts

### **Knowledge Navigator Package:**

#### **\$1,500 Investment**

- Exclusive sponsor of one in-person education event
- Introduce your organization, the session, and the speakers
- Recognition at AFP DC events
- Hyperlinked logo in newsletters and e-blasts
- One social media mention

### **Discovery Tracks Package:**

#### **\$1,000 Investment**

- Exclusive sponsor of one virtual education session
- Introduce your organization, the session, and the speakers
- Recognition at AFP DC events
- Hyperlinked logo in newsletters and e-blasts
- One social media mention





## Choice Offerings

*[Available as standalone option(s) or bundled with other packages.]*

As a Choice Partner, your organization gains key benefits to increase your brand awareness, with the option to include memberships and/or event registrations in your customized package. These additional offerings provide you with the flexibility to tailor your sponsorship experience. **Becoming a Choice Partner highlights your commitment to the fundraising community while maximizing the effectiveness of your sponsorship investment.**

### Choice Benefits

- Event registrations apply to any Chapter-hosted educational program during the calendar year.
- Social media platform recognition is given quarterly.
- Website recognition includes link to the partner's website.

### Premier Package:

#### \$3,000 Investment

- 1 Individual AFP DC Annual Membership
- 4 Event Registrations
- Social Media Recognition
- AFP DC Website Recognition
- Mailings, Emails, and Programs Recognition

### Insight Contributor Package:

#### \$1,000 Investment

- Gain prime visibility with a dedicated article in AFP DC's quarterly publication through which valuable knowledge is shared and connections are made with the fund-raising community.
- AAFP DC Website Recognition
- Mailings, Emails, and Programs Recognition

### Impression Package:

#### \$750 Investment

- A social media shoutout on AFP DC platforms (Facebook, Instagram, LinkedIn, and X) that puts you in the spotlight for the day.
- AFP DC Website Recognition
- Mailings, Emails, and Programs Recognition

### Foundation Package:

#### \$500 Investment

- 2 Event Registrations
- AFP DC Website Recognition
- Mailings, Emails, and Programs Recognition

