



2020 PARTNERSHIP OPPORTUNITIES





Invest in Your Philanthropic Community

The Association of Fundraising Professionals (AFP) Chicago chapter is your go-to resource for all things relating 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. Our sponsorship opportunities offer not only visibility at chapter events and significant marketing exposure, but also allow you to [invest in a vibrant community of fundraising professionals and its future.](#)

KEY DEMOGRAPHICS:

Members: AFP Chicago has 800+ members, representing over 500 organizations.

Website visits annually: 1,970/month; 23,600/year

Facebook Likes: 520+

LinkedIn Connections: 1,689

Twitter Followers: 1,030

Active email addresses: 5,995

Program attendance:

- | | |
|---------------------------------------|---------|
| • Six breakfast programs | 118 avg |
| • Annual Meeting of the membership | 120 |
| • Annual Philanthropy Awards Luncheon | 750+ |
| • Third Thursday Networking events | 50 avg |

BENEFITS:

Visibility: AFP Chicago offers its sponsors recognition via promotional materials, at signature events, speaking opportunities, the chapter website, social media, and e-blasts.

Access: Brand promotion to the philanthropic community through Chapter communications and member list access for select sponsorship opportunities.

Connection: AFP Chicago connects you to the philanthropic community through a variety of networking and promotional opportunities.

IMPACT:

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

- Develop new educational programs for our culturally diverse membership
- Provide professional development and support for new members in the profession
- Bolster the institutional capacity of nonprofit organizations so they may address the critical needs of the community more fully

Your sponsorship is a direct investment in the success and impact of Chicago's philanthropic community.

PREMIER OPPORTUNITIES FOR 2020

CHAPTER CHAMPION PROGRAM

AFP Chicago is pleased to offer our 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 will 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 will receive dedicated 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 directly associated with a Continuous Learning Sponsorship or any other opportunity. The Champions Program is our way of saying thank you to our most generous supporters. Thank you!

CONTINUOUS LEARNING SPONSORSHIPS

Continuous Learning Sponsors make an annual financial pledge to support critical chapter programming. In return, we are pleased to offer expanded access to our members and participation opportunities throughout the year. Organizations still have the opportunity to support AFP Chicago through additional packages, 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 sponsor levels**. Similarly, our Continuous Learning sponsors may choose to add to their support with additional opportunities.

| | Innovation \$10,000 | Premier \$7,500 | Pioneer \$5,000 |
|--|------------------------|--------------------|--------------------|
| CONTINUOUS LEARNING SPONSOR BENEFITS | | | |
| Year-Long Advertising and 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 |
| Educational Programming | | | |
| NEW Opportunity to give opening remarks at one Educational Breakfast including option to present promotional content that adheres to AFP Chicago guidelines; content subject to approval by AFP Chicago board | 3 min | 2 min | 1.5 min |
| NEW Registration area table at one Educational Breakfast to greet attendees and distribute materials at registration includes 2 additional registrations for selected event | X | X | X |
| Opportunity to place materials at guest tables at one Educational Breakfast | X | X | X |
| Recognition on all 2020 education program promotional materials | X | X | X |
| Complimentary registration for all 2020 educational programs | 5 | 3 | 1 |
| Community Enrichment Events | | | |
| All benefits of AFP Chicago Third Thursday Networking Sponsor (see page 6) including option to select Webinar Sponsorship benefits in lieu of one networking event | 2 events | 1 event | |

To receive all special Continuous Learning Sponsorship recognition benefits in 2020, donors must commit to a single sponsorship gift of \$5,000 or more, as listed above. NOTE: Excludes support for Faces of Philanthropy Awards Luncheon.

ENSURE DIVERSITY AND INCLUSION

Inclusion makes our profession stronger. Cross-pollinating ideas among those from diverse backgrounds fuels innovation and keeps us all sharp.

Inclusion, diversity, equity, and access (IDEA) is a cornerstone of AFP Chicago's values, continually guiding our governance, our organization and our programs. For the past twelve years, AFP Chicago has been honored with the "IDEA Champion" designation from AFP International. The award recognizes our chapter's effectiveness in embracing and engaging diverse individuals, groups and organizations within our profession.

We walk the talk on inclusion – and you can walk with us. Through our new programs, AFP Chicago facilitates dialogue among many voices as we share observations and practices with our peers.

NEW! IDEA Affinity Groups - \$3,000 EXCLUSIVE Sponsor or Three at \$1,000

Over the past year, AFP Chicago worked to build new, dedicated affinity groups for members identifying as African American, LGBTQ, and/or Latinx. The affinity groups seek to create a cohort of like-minded fundraisers to discuss strategies, turn obstacles into successes, and build a strong sense of community. Each group meets approximately three times per year. Sponsors will receive recognition on all promotional materials including social media posts, and verbal recognition and signage on site for each affinity group gathering. Sponsors may also elect to host the meet-ups in their own workspace or venue. **Sponsor(s) electing to host agree to follow AFP Chicago IDEA venue guidelines*

NEW! IDEA Educational Scholarship Fund – Three at \$1,800

This fund will enable members who identify themselves as an ethnic minority, LGTBQ, and/or disabled to access all of our 2020 Educational Breakfasts. Each sponsorship of \$1,800 will provide scholarships for a select group of ten members to attend the breakfast sessions, providing recipients exposure to the latest thinking in philanthropy and access to crucial continuing education credits. Sponsors will receive recognition on all Educational Breakfast promotional material and recognition from the podium during each breakfast event. Sponsors may also choose to select one AFP member who meets the scholarship criteria to receive one of the sponsored ten scholarships.



INVEST IN EMERGING LEADERS

We invite you to invest in the future leaders of the Chicago philanthropic community. Through our Peer Mentoring program to promote career development, the AFP Chicago Fellows program to advance the careers of those who represent and/or serve culturally and ethnically diverse organizations, and the Fundamentals of Fundraising Course to equip entry-level practitioners with the knowledge to succeed, AFP Chicago is committed to cultivating future fundraising leaders.

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

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 the *Faces of Philanthropy Awards Luncheon*. The presenting sponsor will be recognized on all associated promotional materials and have the opportunity to meet and engage with the Fellows throughout the year.



Peer Mentoring Presenting Sponsor - \$3,500 EXCLUSIVE or Two at \$2,000

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 at both events.



Fundamentals of Fundraising Presenting Sponsor (June 2020)* - \$5,000 EXCLUSIVE Sponsor or Two at \$3,000

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.

****All 2020 dates are tentative***

PARTNER IN PROFESSIONAL DEVELOPMENT

AFP Chicago offers a number of exciting educational programs throughout the year, including our Breakfast Workshops for professionals at all levels, Fundamentals of Fundraising for entry-level practitioners, and webinars that customizable for the content you want to deliver.

Educational Breakfast Presenting Sponsor (6 programs available – February 28, March 13, April 17, June 12, October 16, November 13)* - \$3,000

Speakers and panels cover topics of interest to the AFP Chicago membership. Sponsors will receive two complimentary registrations, recognition on all promotional materials, verbal recognition and signage on site, receive up to two minutes of podium time at the start of the program, have the option to join the Chapter's Continuous Learning Council, and distribute materials to program participants.



Annual Breakfast Meeting Presenting Sponsor (December 4, 2020)* - \$4,000 EXCLUSIVE

Held annually in December, this breakfast program is our best-attended educational event. The morning combines a robust educational discussion along with the Chapter Annual Meeting and volunteer recognition. Sponsors will receive two complimentary registrations, recognition on all promotional materials, verbal recognition and signage on site, up to 3 minutes of podium time for opening remarks (can including promotional content as agreed upon with AFP Chicago), and a table near the registration area to greet attendees and distribute materials.

AFP Chapter Webinar(s) Presenting Sponsor (4 available – dates flexible) - \$500 per session

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

Member Pop-Up Talks Presenting Sponsor - \$2,000 EXCLUSIVE or Two at \$1,000

A series of ten discussion events free to AFP Chicago members, each Pop-Up concentrates on topics of member interest such as Effective Stewardship Tactics and Corporate Giving Strategies. Sessions are offered in geographically diverse areas of the city, including the Loop, Northern Suburbs and South Side. Sponsors are invited to work with the Continuous Learning Council to craft discussion topics, have the option to co-moderate discussions, will be recognized in all promotional materials (including social media posts), and will receive one-time use of the pre/post event list. Sponsors may also elect to host the event in their own workspace or venue.

****All 2020 dates are tentative***

ENGAGE YOUR COMMUNITY

AFP Chicago offers its members the opportunity to network, interact with one another and stay on top of Chapter and industry developments. These 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. Opportunities include:

AFP Chicago Third Thursday – Networking After Hours

\$500 each; four opportunities available

Be the exclusive sponsor of one or the full series of membership networking events. Hosted by the Member Engagement 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, have the opportunity to formally welcome attendees at the start of the evening, and will receive one-time use of the pre/post event list. Sponsors may also elect to host the event in their own workspace or venue.



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 for editorial content.

AFP Chicago Online Job Source

\$600 for a quarterly sponsorship; four opportunities available

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 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.

2020 SPONSORSHIP PLEDGE FORM

Please complete both sides



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

IDEA Affinity Group Sponsorship

_____ \$3,000 Exclusive

_____ \$1,000 Co-Sponsor (3 available)

IDEA Educational Scholarship Fund

_____ \$1,800 each (3 available)

Fellows Program Sponsorship

_____ \$7,500 Exclusive

Peer Mentoring Sponsor

_____ \$3,000 Exclusive

_____ \$2,000 Co-Sponsor (2 available)

Fundamentals of Fundraising

_____ \$5,000 Exclusive

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

Breakfast Workshop Sponsor

_____ \$3,000 Exclusive (6 available)

Annual Meeting Sponsor

_____ \$4,000 Exclusive

Webinar Series Sponsor

_____ \$500 per webinar (4 available)

Member Pop-Up Talks Sponsor

_____ \$2,000 Exclusive

_____ \$1,000 Co-Sponsor (2 available)

AFP Chicago Third Thursday

_____ \$500 Exclusive (4 available)

Guest Columns

_____ \$500 per column (10 available)

On-Line Job Source

_____ \$600/quarter (4 available)

Unrestricted Giving

_____ Unrestricted Gift at \$ _____

PLEDGE AND PAYMENT 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 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: 630-599-7101

FACES OF PHILANTHROPY AWARDS LUNCHEON

44th ANNUAL FACES OF PHILANTHROPY AWARDS LUNCHEON *Friday, May 1, 2020*

By sponsoring the *AFP Chicago Philanthropy Awards Luncheon*, you provide us with the resources necessary to offer high-quality professional development programs for members of Chicago's fundraising community. The support of generous sponsors like you underwrites a variety of educational seminars throughout the year, helps the chapter promote ethical practices in fundraising and provides educational and event scholarships for new members of our profession. More than 750 attendees gather for this, the premier networking event for the Chicago philanthropic community. Our honorees for 2020 include:

Distinguished Philanthropist – Helen Zell
Executive Leader – Adela Cepeda, BMO Harris Bank
Professional Grantor – Evette M. Cardona, Polk Bros. Foundation
Benjamin Franklin – Sherre Jennings Cullen, CFRE, Urban Gateways

Outstanding Community Leader – Ricardo Estrada, Metropolitan Family Services
Emerging Philanthropist – Chanel Coney
Outstanding Volunteer – Claudia Winkler, Field Museum
Outstanding Youth in Philanthropy – Felix Castillo

SPONSORSHIP OPPORTUNITIES

Presenting Level Sponsors - \$25,000

- Three tables of 10 with priority assignment
- Opportunity to speak from the podium
- Verbal recognition from the podium
- Highlighted listing as a *Presenting Sponsor*, including logo, on the AFP Chicago Website, in the event invitation and the program book*
- Acknowledgement in AFP Chicago social media posts on Facebook, Twitter, and LinkedIn, including logo and website link
- Logo featured during the event, via social media wall
- Individual recognition signage at the luncheon

Gold Level Sponsors - \$10,000

- Two tables of 10 with priority assignment
- Verbal recognition from the podium
- Highlighted listing as a *Gold Sponsor*, including logo, on the AFP Chicago Website, in the event invitation and the program book*
- Acknowledgement in AFP Chicago social media posts on Facebook, Twitter, and LinkedIn, including logo and website link
- Logo featured during the event, via social media wall

Guarantor Level Sponsors - \$2,500

- One table of 10
- Listing in the program book*
- Logo featured during the event, via social media wall

Sustainer Level Sponsors - \$500

- Four tickets
- Listing in the program book*

Friend Level Sponsors - \$150

- One ticket
- Listing in the program book*

Platinum Level Sponsors - \$15,000

- Two tables of 10 with priority assignment
- Verbal recognition from the podium
- Highlighted listing as a *Platinum Sponsor*, including logo, on the AFP Chicago Website, in the event invitation and the program book*
- Acknowledgement in AFP Chicago social media posts on Facebook, Twitter, and LinkedIn, including logo and website link
- Logo featured during the event, via social media wall
- Individual recognition signage at the luncheon

Silver Level Sponsors - \$5,000

- One table of 10 with priority assignment
- Highlighted listing as a *Silver Sponsor*, including logo, on the AFP Chicago Website, in the event invitation and the program book*
- Logo featured during the event, via social media wall
- Recognition signage at the event

Benefactor Level Sponsors - \$1,500

- One table of 10
- Listing in the program book*

Patron Level Sponsors - \$250

- Two tickets
- Listing in the program book*

***Print deadlines apply**

2020 Philanthropy Awards Luncheon Sponsorship Form

May 1, 2020

I have enclosed a check for the following sponsorship package:

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

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 15, 2020)

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

Please send your guest list to Gail Brooks, gbrooks@afpchicago.org by **April 15, 2020** to ensure seat placement.

Are you attending the Awards Luncheon in support of one our 2020 honorees? (Choices are)

- | | | |
|---|---|--|
| <input type="checkbox"/> I am attending for the networking | <input type="checkbox"/> Evette M. Cardona | <input type="checkbox"/> Chanel Coney |
| <input type="checkbox"/> Helen Zell | <input type="checkbox"/> Sherre Jennings Cullen, CFRE | <input type="checkbox"/> Claudia Winkler |
| <input type="checkbox"/> Adela Cepeda | <input type="checkbox"/> Ricardo Estrada | <input type="checkbox"/> Felix Castillo |
| <input type="checkbox"/> 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

*Make checks payable to **AFP Chicago**. Include payment with form and mail to:
Gail Brooks, CMP, Director of Meetings, AFP Chicago, 1717 N Naper Blvd., Suite. 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 \$50.00.

AFP Chicago 2020 Leadership

2020 EXECUTIVE COMMITTEE

President

Kristienne Hanna, Advance Illinois

President-Elect

Tula Gogolak, CFRE, Easterseals

Vice President – Continuous Learning

Teresa Battaglia, Archdiocese of Chicago

Vice President – Member Engagement & Marketing

Nathan Armstrong, WTTW/WFMT

Vice President – Resource

Ann Kora, The Adler Planetarium

Vice President – Inclusion, Diversity, Equity & Access

Carlos A. Trejo, Marillac St. Vincent Family Services

Treasurer

Patricia Broughton, CFRE, Giving Tree Associates

Secretary

Alyson Whittlesey, CFRE, Foundation for Endodontics

Immediate Past President

Morgan Collier, Cristo Rey Jesuit High School

2020 BOARD OF DIRECTORS

Dottie Bris-Bois, Chicago Shakespeare Theater

Christopher Chantson, Ingenuity

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Tim Hammerly, The Sonia Shankman Orthogenic School

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Ishan Johnson, Chicago Opera Theater

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Joseph Like, CFRE, Loyola University Chicago

Keri H. Lowder, All Chicago Making Homelessness History

William P. Nalley, The Theatre School, DePaul University

Kelsey Nelson, Campbell & Company

Kimberly Vann, Safer Foundation

Sponsorship Contacts

For more information on sponsorship opportunities, please contact:

Sarah Leahy Danahy, CFRE (Chair)

OSF HealthCare Foundation
Little Company of Mary Medical Center
708-229-5256
sarah.a.danahy@osfhealthcare.org

Gail A. Brooks, CMP

Director, Meetings & Events
AFP Chicago
630-599-7101
gbrooks@afpchicago.org