



Dear Friends in Philanthropy,

On Wednesday, November 10, 2021, the Fort Lauderdale/Broward Chapter of the Association of Fundraising Professionals (AFP) will celebrate its 34th Annual National Philanthropy Day (NPD) honoring individuals and organizations for their philanthropic contributions in Broward County.

AFP is dedicated to fostering the development and growth of fundraising professionals and promoting the highest ethical standards in the fundraising profession. The annual NPD Awards is our way of promoting and celebrating the impact we collectively have on our community as well as raising funds to help our professional members achieve their fullest potential.

Proceeds from this event will provide scholarships for professional education and advancement as well as funds for special education opportunities. Your support will literally help shape the quality of fund development practices in dozens of organizations across Broward as well as improve the lives of millions of residents who rely on the organizations we serve.

More than 500 attendees, including South Florida's most well-regarded philanthropists, CEO's, board members and non-profit executives participate in this prestigious event every year. During these uncertain times, philanthropy must still continue, and those that shine the brightest lights must be celebrated.

Please find included with this letter, information on partnership opportunities. A member of our AFP chapter will follow up with you soon. In the interim, should you have questions, please do not hesitate to contact me at 786-213-0003. Please visit the AFP website at [www.afpbroward.org](http://www.afpbroward.org) for further event information. Thank you in advance for your kind consideration of this request.

Warmest regards,

Traci Allyn Shur, CFRE  
2021 National Philanthropy Day Committee  
[afpnpd@gmail.com](mailto:afpnpd@gmail.com)



*34th Annual*  
**NATIONAL PHILANTHROPY DAY**

**Wednesday, November 10, 2021**

# **2021 Partnership Opportunities**

This year marks the 34th Anniversary of National Philanthropy Day for the Association of Fundraising Professionals Fort Lauderdale/Broward Chapter. National Philanthropy Day provides us the opportunity to recognize those members of our community who demonstrate an outstanding commitment to leadership in philanthropy and volunteerism in Broward County.



## **Presenting Sponsor - \$10,000 Exclusive**

- This level includes logo recognition as the exclusive Presenting Sponsor on the invitation and in pre & post event publicity
- Opportunity to share 30 second marketing video
- Opportunity to present Philanthropist of the Year honoree during event
- 20 Zoom registrations
- Logo included on all digital event media
- Recognition including logo and link on AFP Fort Lauderdale/Broward website
- Powerful social media campaign & eblasts reaching more than 10,000
- Full page ad in electronic program book\*
- Recognition as AFP Sponsor for all educational and social events through October 2022
- Commemorative gift

## **Diamond Sponsor - \$5,000**

- This level includes logo recognition as Diamond Sponsor on invitation and in pre & post event publicity
- Logo included on all digital event media
- Recognition including logo and link on AFP Fort Lauderdale/Broward website
- 10 Zoom registrations
- Powerful social media campaign & eblasts reaching more than 10,000
- Full page ad in electronic program book\*
- Commemorative gift

## **Platinum Sponsor - \$2,750**

- This level includes logo recognition as Platinum Sponsor on invitation and pre & post event publicity
- Logo included on selected digital event media
- Recognition including logo and link on AFP Fort Lauderdale/Broward website
- 5 Zoom registrations
- Powerful social media campaign & eblasts reaching more than 10,000
- Half page ad in electronic program book\*
- Commemorative gift

## **Gold Sponsor - \$1,500**

- This level includes recognition as Gold Sponsor on invitation in pre & post event publicity
- Logo included on all digital event media Recognition on AFP Fort Lauderdale/Broward website
- 3 Zoom registrations
- Included in select sponsor social media campaigns & eblasts reaching more than 10,000
- Half page ad in electronic program book\*



## Underwriter Benefits

- This level includes recognition as Friends of Philanthropy or Ten Star Partner in National Philanthropy Day electronic program book\*
- Recognition on the AFP Fort Lauderdale/Broward website
- Recognition on digital event media
- 2 Zoom registrations

### Friends of Philanthropy Underwriter - \$1,000

AFP Broward encourages members to achieve excellence by becoming a Certified Fund Raising Executive (CFRE). Every time you see a CFRE, you can be assured that you are working with a fundraising professional with the highest commitment and standards. Funding supports CFRE Course Study and scholarships towards CFRE exam registrations.

### Ten Star Partner Underwriter - \$500

AFP Broward is dedicated to promoting high ethical standards in fundraising. We do this by providing fundraising professionals with the knowledge and tools to increase professionalism within fundraising and increase public awareness on the importance of philanthropy. Funding supports Monthly Education Sessions, AFP Fundamentals of Fundraising Course and Scholarships for APF Memberships and AFP conference attendance.

### Custom Sponsorships

Don't see a sponsorship that fits your needs? No worries! We can customize a sponsorship just for you. Contact us to discuss your ideas. For additional information please contact [afnpnd@gmail.com](mailto:afnpnd@gmail.com).

### Electronic Program Book Ad Specifications

**FULL PAGE AD** - 4.5x7.5 inches portrait orientation

All art should be camera ready, clearly and consistently named and linked, and all fonts included. All links must be embedded. The following file formats are acceptable: hi resolution PNG or JPEG. Photographs from web sites are not guaranteed to print without pixilation. When sending JPG images, high resolution (300 dpi) images must be received.

### Drop Deadlines\*

- For sponsor recognition on invitation, we must receive your commitment no later than **September 3, 2021**.
- Program book logos and ads are due by **Friday, October 15, 2021**.



# Commitment Form

**PLEASE INDICATE YOUR LEVEL OF SUPPORT:**

- Presenting Sponsor \$10,000
- Diamond Sponsor \$5,000
- Platinum Partner \$2,750
- Gold Sponsor \$1,500
- Friends of Philanthropy Underwriter \$1,000
- Ten Star Partner Underwriter \$500
- Full Page Color \$250
- Half Page Color \$125

**Electronic Program Book Ad Specifications Full Page: 4.5x7.5 inches portrait orientation Half Page: 4.5x3.5 inches landscape orientation All art should be camera ready, clearly and consistently named and linked, and all fonts included. All links must be embedded. The following file formats are acceptable: hi resolution PNG or JPEG. Photographs from web sites are not guaranteed to print without pixilation. When sending JPG images, high resolution (300 dpi) images must be received.**

Name \_\_\_\_\_

Company \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City, State, Zip \_\_\_\_\_

Telephone (day) \_\_\_\_\_ Telephone (evening) \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE EMAIL COMPLETED FORM TO [AFPMPD@GMAIL.COM](mailto:AFPMPD@GMAIL.COM)**

**METHOD OF PAYMENT**

Please submit payments online at [www.afpbroward.org](http://www.afpbroward.org)

Please make checks payable to: AFP Fort Lauderdale/Broward Chapter and mail payment to:

AFP Fort Lauderdale/Broward Chapter

P.O. Box 934895

Margate, FL 33063-9998

**\*\*To be recognized on the event invitation, please fulfill the pledge by September 3, 2021.\*\***

All sponsorship pledges must be paid in full no later than **October 2, 2021.**