



AFP OTTAWA

PARTNERSHIP OPPORTUNITIES 2020





THE ASSOCIATION OF FUNDRAISING PROFESSIONALS

Ottawa Chapter Partnership Opportunities 2020



WHO WE ARE

Thank you for your interest in partnering with the Association of Fundraising Professionals (AFP) Ottawa Chapter!

AFP Ottawa's membership, comprised of 250 professionals working with the fundraising and social sector, represents a network that connects to every cause, industry and boardroom in the Nation's capital. AFP is proud to represent a thriving social sector in Ottawa, equipping and training our members with best practises in fundraising, ethics, governance and communications related to the non profit sector. We do this through a robust year-round roster of special events and learning opportunities, made possible through unique corporate partnerships.

In the year ahead, AFP Ottawa looks forward to building on our partnership with the RBC Future Launch initiative, which is training young professionals in the charitable sector through ongoing mentorship and professional development. Our regular professional development opportunities are book-ended by two signature high profile events: the Philanthropy Awards, celebrating the most inspiring stories of excellence in Ottawa philanthropy, and Fundraising Day, which serves as a master-class learning opportunity for professional fundraisers.

We are the leaders and influencers for a dynamic and thriving non-profit sector in Ottawa and we would welcome you to our community of champions. Partnership with AFP will allow you to demonstrate your deep commitment towards philanthropy, volunteerism, and the importance of a strong non-profit sector to the quality of life for all of Ottawa's citizens.

With sincere thanks,

Teresa Marques



Teresa Marques

President of AFP Ottawa

President & CEO | Présidente-directrice Générale

Fondation Rideau Hall Foundation



AFP OTTAWA FUNDRAISING DAY

MAY 21st, 2020

NATIONAL ARTS CENTRE (NAC)

A DYNAMIC GATHERING OF INDUSTRY PROFESSIONALS

AFP Ottawa Fundraising Day brings the philanthropic community together to share best practices, discuss trends and connect with one another. The day-long conference welcomes more than 300 fundraising professionals and features a series of speakers from the fundraising industry, as well as a keynote address from an industry expert. It is a place where fundraisers at all levels can come together to learn, network and soak up equal parts of inspiration and aspiration.

Fundraising Day also includes a dynamic marketplace where companies servicing the not-for-profit industry have the opportunity to engage with attendees and discuss how they might be able support the fundraising needs of individual organizations.

PRESENTING SPONSOR - **OPEN** \$5,000

- ▶ Welcoming remarks at opening
- ▶ Logo displayed on screens during plenary
- ▶ Logo placement in looping presentation during meals & breaks
- ▶ Logo placement on printed materials & conference website
- ▶ Materials on tables at plenary
- ▶ Full-page ad in conference program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Blog post to be distributed to AFP Ottawa list
- ▶ One shepherded email in the Jan/Feb timeframe
- ▶ Exclusive welcome email to all delegates
- ▶ Three conference registrations
- ▶ Booth in exhibitor space
- ▶ Four dedicated SM posts with logo
- ▶ Logo on all emails promoting conference
- ▶ Email to attendees promoting services (video message)



KEYNOTE SPONSOR - OPEN

\$3,500

- ▶ Introduce keynote speaker
- ▶ Logo displayed on screens during plenary
- ▶ Logo placement in looping presentation during meals & breaks
- ▶ Logo placement on printed materials & conference website
- ▶ Half-page ad in conference program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ Two conference registrations
- ▶ Booth in exhibitor space
- ▶ Three dedicated SM posts with logo
- ▶ Email to attendees promoting services (video message)

POST-CONFERENCE RECEPTION - OPEN

\$3,000

- ▶ Welcome everyone/part of prize draws
- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials conference website
- ▶ 1/2 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ One conference registration
- ▶ Booth in exhibitor space
- ▶ Two dedicated SM posts with logo

EXECUTIVE TRACK SPONSOR

\$2,500 – OPEN : 1 AVAILABLE

- ▶ Introduce two Executive Track sessions
- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials and conference websites
- ▶ 1/3 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ Invitation to pre-reception
- ▶ Conference registration: 50% discount
- ▶ Booth in exhibitor space
- ▶ Dedicated social media post

TRACK SPONSORS - OPEN: 3 AVAILABLE

\$2,500

- ▶ Introduce Track Sessions
- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials and conference websites
- ▶ 1/3 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ Conference registration: 50% discount
- ▶ Booth in exhibitor space
- ▶ Dedicated social media post with logo

NETWORK BREAK SPONSORS - OPEN

\$1,500

- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials and conference websites
- ▶ 1/4 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ Conference registration: 25% discount
- ▶ Booth in exhibitor space
- ▶ Dedicated social media post with logo

MEDIA SPONSORS - OPEN

\$2,500

- ▶ Brief remarks during breakfast (3-5 minutes)
- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials and conference websites
- ▶ 1/3 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ One conference registration
- ▶ Booth in exhibitor space
- ▶ Dedicated social media post with logo

FUNDRAISING DAY EXHIBITOR - OPEN

\$750

- ▶ Place your brand in front of attendees with a 8 X 10 exhibit place, including a skirted table, two chairs and free WIFI. Your logo will also be included on AFP Ottawa's website and in the official conference handbook. In advance of the event, your company name and website link will also be sent to delegates for added exposure

GRAPHIC DESIGN SPONSOR \$2,500 OR EQUIVALENT GIFT-IN-KIND - **SOLD**

- ▶ Logo and the tagline 'all materials generously designed by...' on materials
- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials and conference websites
- ▶ 1/3 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ Invitation to pre-reception
- ▶ Conference registration: 50% discount
- ▶ Booth in exhibitor space
- ▶ Dedicated social media post

EXPRESS SESSIONS - **OPEN** \$1,500

- ▶ Introduce Track Sessions
- ▶ Logo placement in looping presentation during meals and breaks
- ▶ Logo placement on printed materials and conference websites
- ▶ 1/3 page ad in conference printed program
- ▶ Logo on day of the event signage
- ▶ Listing in conference guide
- ▶ Delegate bag insert
- ▶ Logo placement in after conference email
- ▶ Conference registration: 50% discount
- ▶ Booth in exhibitor space
- ▶ Dedicated social media post



AFP OTTAWA PHILANTHROPY AWARDS

NOVEMBER, 2020

NATIONAL ARTS CENTRE (NAC)

A CELEBRATION OF OUTSTANDING COMMUNITY CONTRIBUTIONS

For more than 20 years, AFP Ottawa has had the honour of paying tribute to those who make our city, and our country, a better place through acts for the common good. An annual event celebrating National Philanthropy Day, the AFP Ottawa Philanthropy Awards recognize the great contributions of philanthropy to the enrichment of our world.

The Philanthropy Awards is one of the premier events in Ottawa, bringing together many of the leading businesses, organizations, professional fundraisers and philanthropists for an evening of food, drink and entertainment. The evening includes speeches and multi-media presentations of the award recipients and their inspiring stories.

PRESENTING SPONSOR - OPEN \$12,000

- ▶ Two complimentary tables (20 tickets)
- ▶ Speaking opportunity prior to the dinner
- ▶ Projected logo on stage
- ▶ Acknowledgement in the program as Presenting Sponsor, with logo and name on front cover
- ▶ Full page messaging opportunity in the program
- ▶ Opportunity for promotional material placement at each place setting
- ▶ Logo on sponsor board at event
- ▶ Logo on the AFP Philanthropy Day Awards ads on various websites and emails
- ▶ Logo and Company hyperlink on the AFP Philanthropy Day webpage



DINNER SPONSOR - OPEN \$10,000

- ▶ One complimentary table (10 tickets)
- ▶ Speaking opportunity to provide welcome remarks and introduce dinner
- ▶ Half-page messaging opportunity in program
- ▶ Acknowledgement in the program on "Thank You" page
- ▶ Logo recognition on digital screen throughout the event
- ▶ Logo on the AFP Philanthropy Day Awards promotional ads on website and emails
- ▶ Logo recognition and company hyperlink on the AFP Philanthropy Day webpage
- ▶ Logo on sponsor board at event

COCKTAIL RECEPTION SPONSOR - OPEN

\$5,000

- ▶ One complimentary table (10 tickets)
- ▶ Recognition signage at cocktail reception
- ▶ Half-page messaging opportunity in program
- ▶ Acknowledgement in program on "Thank You" page
- ▶ Logo recognition on digital screen throughout event
- ▶ Logo on the AFP Philanthropy Day Awards promotional Ads on website and emails
- ▶ Logo recognition and company hyperlink on the AFP Philanthropy Day webpage
- ▶ Logo on sponsor board at event

AWARD SPONSORS - OPEN: 7 AVAILABLE

\$3,000

- ▶ Eight complimentary tickets
- ▶ Opportunity to present the award to the award recipient on stage (no speaking opportunity)
- ▶ Logo recognition on the physical award
- ▶ Narrator in video recognizes the award sponsor
- ▶ Logo recognition on digital screen throughout event
- ▶ Logo and acknowledgement in the program
- ▶ Logo on sponsor recognition board at the event
- ▶ Logo recognition and company hyperlink on the AFP Philanthropy Day webpage



AFP OTTAWA'S PROFESSIONAL DEVELOPMENT SERIES

EDUCATION SPONSOR: \$2,000

As AFP Ottawa's Education Sponsor, this candidate will be instrumental in providing funding for the ongoing education and learning of existing AFP members.

With at least 8 educational sessions planned for 2020, the sponsor will receive a brief speaking opportunity at 4 of these events, whereby the company and its services can be promoted prior to introducing that session's keynote speaker. Branding and company information may also be offered at all educational events. In addition, the Educational Sponsor's logo and a brief company message (with hyperlinks) will be included when AFP announces each session to its membership.

"My professional success depends on an understanding of the non-profit sector; AFP Professional Development events allow me to gain first hand insight into the trends and issues that relate to fundraisers. AFP Professional Development sessions give me first hand insight into the people as well as the concerns of the constituents that I serve." Lara Wong, Client Account Executive - Healthcare, Blackbaud.

AFP OTTAWA'S ONLINE PARTNERS



Whether it is professional or personal, our lives are profoundly influenced by the online world. It is where we interact with colleague or friends, gather information and broadcast our business or personal brand. AFP Ottawa is no different. Whether it be through our social media channels or website, AFP Ottawa reaches its members and wider network primarily through the Internet.

It is for this reason that AFP Ottawa is seeking new online partners to bolster and improve its online presence.

WEBSITE & JOB POSTING SPONSOR: \$2,500 / PER YEAR

This new sponsorship opportunity provides prominent exposure across AFP Ottawa's most visible and well-read platforms. With an investment of \$2,500 per year, the sponsor will be the driving force behind a website re-development of this city's premiere organization for the non-profit sector. The candidate will receive a banner advertisement at the top of the website homepage and recognition that the website is "Powered by" your company. The banner will be clickable to a website or service of your choosing.

As an added benefit, the sponsor will also receive exposure and branding rights to AFP's most popular form of online outreach – job postings. With an average reach out more than 1,122 professionals, and a click open rate of 36%, AFP continues to be a sought-after source of employment information and opportunities in our nation's capital. AFP has sent an average of 100 job posting alerts per year since 2016. The sponsor will also receive acknowledgement on social media posts (Facebook, Twitter) as it relates to job postings.

EMAIL BLAST SPONSOR: \$250 PER BLAST

Email blasts to our extensive and influential network remains a popular option for many of our valued sponsor. At a reasonable cost, sponsors may purchase a one-time email blast announcing an event or service. All content must be reviewed and approved by AFP Ottawa prior to its release.

MENU OF SERVICES

- ☐ Presenting Sponsor
AFP Ottawa Fundraising Day \$5,000 - OPEN
- ☐ Keynote Sponsor
AFP Ottawa Fundraising Day \$3,500 - OPEN
- ☐ Post-Conference Reception
AFP Ottawa Fundraising Day \$3,000 - OPEN
- ☐ Track Sponsors
AFP Ottawa Fundraising Day \$2,500 - OPEN: 3 AVAILABLE
- ☐ Network Break Sponsors
AFP Ottawa Fundraising Day \$1,500 - OPEN
- ☐ Media Sponsors
AFP Ottawa Fundraising Day \$2,500 - OPEN
- ☐ Fundraising Day Exhibitor
AFP Ottawa Fundraising Day \$750 - OPEN
- ☐ Presenting Sponsor
AFP Ottawa Philanthropy Awards \$12,000 - OPEN
- ☐ Dinner Sponsor
AFP Ottawa Philanthropy Awards \$10,000 - OPEN
- ☐ Cocktail Reception Sponsor
AFP Ottawa Philanthropy Awards \$5,000 - OPEN
- ☐ Award Sponsors
AFP Ottawa Philanthropy Awards \$3,000 - OPEN: 7 AVAILABLE
- ☐ Education Sponsor
AFP Ottawa's Educational Series \$2,000
- ☐ Website & Job Posting Sponsor
AFP Ottawa's Online Partners \$2,500 / per year
- ☐ Email blast sponsor
AFP Ottawa's Online Partners \$250 per blast

Partnerships are not one size fits all! Contact us today on how we can craft a AFP partnership that works best for you!

For more information on partnerships, or to make your selections for 2020, contact AFP Ottawa's Head of Partnerships at jeffrey.todd@wcpd.com

