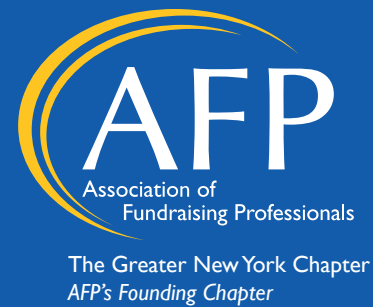


Shaping the Future of Fundraising and Philanthropy



2012 Sponsorship & Marketing Opportunities

New York City is home to nearly 10,000 nonprofit organizations that deliver crucial services to communities in need – both locally and globally – and the foundations that support their great work.

For more than 50 years, the AFP/GNY Chapter has provided access to education, techniques for enhancing organizational effectiveness, tools to increase fundraising success, ideas for building greater awareness, forums to celebrate the impact the nonprofit sector has on our city and opportunities to network with thought-leaders who are shaping the future of fundraising and philanthropy.

To the companies who provide our members with the solutions they need to be successful, we truly value your commitment to our industry and we invite you to help us to continue to champion all of our city's great nonprofits and causes by becoming a 2012 AFP/GNY Chapter Sponsor.



Valuable Partnerships...

“ For more than a decade, Abigail Kirsch Catering Relationships has partnered with AFP/GNY. Our investment helps us to promote our services while enabling us to develop relationships with nonprofit decision-makers.

– **Meredith Barsky,**
Pier Sixty & The Lighthouse,
Abigail Kirsch Catering
Relationships”

AFP/GNY – the Founding Chapter of AFP International

Our Association

AFP is the professional association of individuals and organizations responsible for generating philanthropic support for a wide variety of nonprofit and charitable organizations.

Our Mission

The mission of the Greater New York Chapter – the founding chapter of AFP International - is to encourage excellence in fundraising by providing education, training, research and advocacy.

Our Membership

With more than 30,000 members and 227 chapters worldwide, AFP is dedicated to advancing ethical and effective fundraising practices.

Our Sponsors & Partners

Companies that partner with the AFP/GNY Chapter are able to market their products and services to decision-makers and industry influencers via electronic, print and in-person marketing opportunities on an annual, monthly or one-time only basis.



Building our future, one fundraiser at a time...

Through the Maurice Gurin Scholarship Fund, fundraising professionals can attend Fundraising Day in New York free of charge. Sponsor a Gurin scholarship and invest in a future fundraiser.

To sponsor a scholarship, email: nycafp@nycafp.org

Why Partner with AFP/GNY?

For the value to your business

Benefit from online & onsite marketing opportunities that include recognition at signature industry events

For the people and the partnerships

Gain access to local, national and international nonprofit professionals

To promote professional development

Sponsor educational programs that develop future nonprofit leaders and create sustainable charitable organizations

To broaden your impact on the community

Supporting AFP/GNY helps to advance the mission of numerous causes and increases the impact of fundraising and philanthropy across our community



Chapter Programs

Signature Event

Fundraising Day in New York
 Friday, June 8, 2012, Marriott Marquis

Fundraising Day in New York (FRDNY) convenes over 1,700 Executive Directors, Senior Managers, Development Officers, Board members, other decision makers and industry influencers for a one-day education and solutions-focused event. In addition to over 50 educational workshops, seminars and panel discussions, the day features a Solutions Center that promotes the products and services of our industry partners and a keynote luncheon.



www.frdny.org

Confirm your sponsorship before January 31st to secure priority exhibit space in our Solutions Center.

**Measurable Impact...
 survey results from
 2011 FRDNY**

69% of attendees are senior-level decision makers and mid-level professionals.

60% of attendees have operating budgets of \$5 million +

45% of attendees have operating budgets of \$10 million +

70% of attendees have fundraising goals of \$1 million +

35% of these attendees have fundraising goals of \$10 million +

50% stated that FRDNY is the ONLY event they attend to access new fundraising ideas and professional development



Chapter Programs

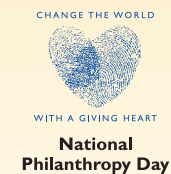
Signature Event

National Philanthropy Day
 Monday, November 19, 2012, The Plaza

National Philanthropy Day (NPD) is acknowledged around the world as a signature industry event that brings together the entire spectrum of the nonprofit community and recognizes the profound impact that philanthropy has on the fabric of society.

AFP/GNY celebrates the occasion each November, when more than 300 nonprofit professionals gather to celebrate New York City's most prominent philanthropists. The luncheon, held annually at The Plaza, is highlighted by a conversation with a noted philanthropist and a renowned journalist.

The event honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities and the world.



Photos: Jerry Lacay

Featured Philanthropists at National Philanthropy Day in NY have included:

Maria Cuomo Cole
 Chair, Help USA

Abigail Disney
 President, Daphne Foundation

Claire Bernard
 Vice President, Mariposa Foundation

Malaak Compton Rock
 Founder, AngelRock

John C. Whitehead
 Chairman, Goldman Sachs Foundation

Lewis Cullman
 New York City Philanthropist, Chairman, Chess-in-the-Schools

Jack A. Duffy
 Vice Chair of the American Foundation for the Blind's (AFB) Board of Trustees

AFP/GNY Chapter Sponsorship Opportunities

Customized sponsorship opportunities are available at \$15,000 and higher.

Please call 212-582-8565 for more information.

Receive valuable marketing benefits throughout 2012 plus visibility at both FRDNY and NPD by reserving one of the following sponsorship levels:

Signature Sponsor – \$12,000 (two available – cash only)

- Prominent signage at both FRDNY & NPD
- Special recognition as sponsor of special segment of FRDNY (e.g. track, special service, etc.) with onsite signage
- Back cover or inside back cover ad in FRDNY program distributed to all attendees
- Company logo projected on screen at FRDNY luncheon and verbal recognition from podium
- Access to the FRDNY pre-event (1x) and post-event mailing list (1x)
- Access to the NPD pre-event (1x) and post-event mailing list (1x)
- One double 8' x 20' booth in the FRDNY Solutions Center
- 1 VIP Table at FRDNY luncheon (on stage)
- Option to include marketing materials in FRDNY tote bags
- 1 Table at the NPD luncheon with honoree privileges
- Full page black & white ad in NPD journal
- Company logo with hyperlink featured on new AFP/GNY website
- Company logo with hyperlink in all FRDNY and NPD eblasts
- Ten (10) complimentary passes to FRDNY
- Recognition in the AFP/ GNY e-newsletter
- Two (2) complimentary tickets to all 2012 professional advancement chapter programs (7 total) (excluding FRDNY, NPD and NY/NJ Summit)



Pacesetter Sponsor – \$7,500 (four available – cash only)

- Company logo with hyperlink featured on new AFP/GNY website
- Access to the FRDNY pre-event (1x) and post-event mailing list (2x)
- Recognition as Track Sponsor at FRDNY with onsite signage
- Prominent signage onsite at FRDNY & NPD
- Premier full-page ad in FRDNY program distributed to all attendees
- One full 8' x 10' booth in the FRDNY Solutions Center
- 1 Table at FRDNY luncheon (front row)
- Option to include marketing materials in FRDNY tote bags
- Table at NPD luncheon with honoree privileges
- Full page black & white ad in NPD journal
- Company logo projected on screen at FRDNY luncheon and verbal recognition from podium
- Ten (10) complimentary passes to FRDNY
- One (1) complimentary ticket to all 2012 professional advancement chapter programs (7 total) (excluding FRDNY, NPD and NY/NJ Summit)

Patron Sponsor – \$5,000 (several cash and in-kind options available)

- Access FRDNY post-event mailing list (2x)
- Company logo with hyperlink featured on new AFP/GNY website
- One full 8' x 10' booth at FRDNY Solutions Center
- Four (4) tickets at FRDNY luncheon
- Recognition as Track Sponsor at FRDNY with onsite signage
- Full page ad in FRDNY program distributed to all attendees
- Four (4) complimentary passes to FRDNY
- Company logo projected on screen at FRDNY luncheon and verbal recognition from podium
- Prominent signage onsite at NPD
- Table at NPD luncheon with honoree privilege
- Half page black & white ad in NPD journal
- One (1) complimentary ticket to all 2012 professional advancement chapter programs (7 total) (excluding FRDNY, NPD and NY/NJ Summit)

2012 Chapter Calendar...

January

What the Grantmakers

Have to Say? (sold)

February

Major Gifts/Donor Talk Back

March

Using New Technology to

Enhance Special Events (sold)

April

Prospect Research

May

Planned Giving (sold)

June

Fundraising Day in New York

July

Best Practices in Development

September

NY/NJ Summit

October

Garnering the support of Gen Yers

November

National Philanthropy Day

Contributing Sponsor – \$2,700 (several cash and in-kind options available)

- Listing on new AFP/GNY website
- Access to FRDNY post-event mailing list (1x)
- Recognition in the AFP/GNY e-newsletter
- Recognition at FRDNY with onsite signage
- Full page ad in FRDNY program distributed to all attendees
- Company logo projected on screen at FRDNY and verbal recognition from podium
- One tabletop at FRDNY Solutions Center
- Two (2) complimentary passes to FRDNY, including luncheon
- Two (2) complimentary tickets to NPD
- One (1) complimentary ticket to a 2012 chapter program of your choice (excluding FRDNY, NPD and NY/NJ Summit)

Customized sponsorship packages of \$1,000 or more can be designed to help you reach your marketing objectives. For more information about creating a customized sponsorship for your organization, please email nycafp@nycafp.org

For details about our 2012 professional advancement programs, member networking and special events, visit the new AFP/GNY website: www.nycafp.org or call: **212-582-8565**

Network with executive directors, board members, event planners, fundraisers, consultants, members and partners to identify new business opportunities

Additional Sponsorship Marketing Opportunities

The AFP/GNY chapter hosts numerous monthly events that provide networking and educational opportunities for our membership. If you are interested in reaching a targeted audience, consider sponsoring one of these events in order to generate leads and interact with nonprofit and fundraising professionals at every level.

Education Sponsor - \$1,000 (several available)

- Opportunity to deliver remarks at event
- Access to post event attendee list (1x use)
- Verbal recognition by chapter leadership
- Logo with hyperlink included in eblasts promoting event
- Distribution of marketing materials onsite
- Tabletop to promote products/services onsite
- Listing as event sponsor on AFP/GNY website
- Complimentary access to the program

***Networking Sponsor - \$750** (several available)

- Sponsorship of one networking reception
- Ability to deliver remarks at the reception
- Access to post event attendee list
- Verbal recognition by chapter leadership
- Logo with hyperlink included in eblasts promoting the event
- Distribution of marketing materials onsite
- Tabletop to promote products/services onsite
- Listing as event sponsor on AFP/GNY website
- Complimentary access to the program

Friend Sponsor - \$500 (several available)

- Complimentary ticket to FRDNY or NPD
- Logo on the screen at FRDNY with verbal mention or verbal mention at NPD

**AFP/GNY is seeking venues and caterers to underwrite our monthly programs and host our member networking. If you are interested in donating your space or underwriting an event, please email: nycafp@nycafp.org*



Thank you to our 2011 Sponsors

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Projects Plus, Inc.
The Nonprofit Times

Contributor Sponsors

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CCS
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Fidelis Group
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NYU, George H. Heyman, Jr. Center for Philanthropy
and Fundraising
Susan Ulin Associates Ltd.

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Tony Martignetti Nonprofit Radio

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Kalish & Associates, Inc.
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Washburn Carmichael

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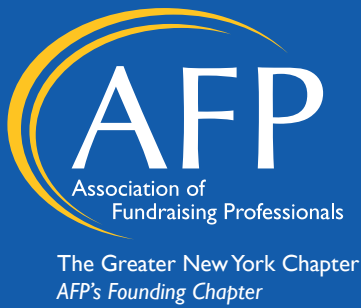
Interim Executive Director

Emily Brochstein

Associate Director

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