



2017 AFP-NYC Chapter Benefit Packages

Sponsorship Name	Pacesetter	Supporting	Contributing	Education	Networking	Friend
Sponsorship Amount	\$8,500	\$5,000	\$3,000	\$1500 each / \$7500 series	\$750 each / \$2500 series	\$500
Benefits realized at Fundraising Day in New York	Logo on screen	X	X			
	Verbal recognition from podium	X				
	Access to attendee lists	1x / 2x				
	Space in the <i>SolutionsCenter</i>	8' x 10' single booth				
	Ad in FRDNY program distributed to all attendees	Half page	Quarter page	Quarter page		
	Option to include marketing materials in tote bags	✓				
	# of Complimentary FRDNY registrations, special luncheon seating	5, front row	3	1		1
Benefits realized year-round and at AFP-NYC Chapter events	Logo/link on AFP-NYC website	✓	✓	✓		
	Listing on website					✓
	Ad with image/link on website	primary slider / 12 months	sidebar slider / 12 months	sidebar slider / 3 months		
	Option to contribute article to <i>Fundraising Matters</i> newsletter	✓	✓	✓		
	Logo/link in <i>Fundraising Matters</i>	✓	✓	✓		
	Listing in <i>Fundraising Matters</i>					✓
	# of complimentary registrations to National Philanthropy Day event	5	3	1		
	Logo/link on all pre-NPD eblasts	✓	✓			
	Social media recognition (Facebook/Twitter)	✓	✓	✓		
	# of comp registrations to event(s)	2 to all PA	1 to all PA	1 to up to two selected PA	1 to sponsored session	1 to sponsored session
	Logo/link on all pre-event eblasts				✓	✓
	Logo/link on dedicated event page				✓	✓
	Logo/link on NPD event page	✓	✓			
	Recognition (listing) on dedicated event page				✓	✓
	Verbal recognition by chapter leadership at event				✓	✓
	Recognition on signage at event				✓	✓
	Recognition at National Philanthropy Day event	✓	✓	✓		
	Opportunity to deliver welcome remarks at event				✓	✓
	Opportunity to distribute marketing materials onsite				✓	
	Access to post-event attendee list				1x	



2017 Fundraising Day in New York Sponsor Benefit Packages

Sponsorship Name	Luncheon	Signature	Registration	Patron	Education Track	Benefactor	Career Services	Coffee Break
Sponsorship Amount	\$20,000	\$12,000	\$7,500	\$5,000	\$3,500 per track	\$2,800	\$2,500	\$2,000 per break / \$5,000 full day*
Deliver brief welcome at luncheon	✓							
Ability to display marketing materials	Seat drop			In session rooms of sponsored track	In session rooms of sponsored track			
Recognition as sponsor of special event segment		✓		✓	✓		✓	✓
Logo on screen	✓	✓	✓	✓	✓	✓		
Recognition from podium	✓	✓						
Opportunity to welcome attendees to session				✓	✓			
Opportunity to participate as mentor/coach							✓	
Photo with luncheon keynote, FRDNY chair and Chapter President	✓							
Prominent onsite signage	✓	✓	✓	✓	✓	✓	✓	✓
Additional customized FRDNY print and online marketing benefits	✓							
Company name on lanyards			✓					
Access to attendee list	pre-event (2x) / post-event (3x)	pre-event (2x) / post-event (2x)	1x / 2x	post-event (2x)	post-event (2x)	post-event (1x)	post-event (1x)	post-event (1x)
Space in the SolutionsCenter	8' x 20' double booth	8' x 20' double booth	8' x 10' single booth	tabletop display	tabletop display	tabletop display	tabletop display	
Ad in event program	Back cover or inside back cover	Back cover or inside back cover	Full page	Half page	Half page	Half page	Half page	Quarter page
Option to include marketing materials in event tote bags	✓	✓	✓	✓				
# of Complimentary FRDNY registrations, special luncheon seating	10, VIP table onstage	7, front row	5, front row	3	3	1	1	1
Company logo with hyperlink in all FRDNY eblasts	✓	✓						
Recognition on AFP-NYC website with logo/link	✓	✓	✓	✓				
Recognition in the AFP-NYC e-newsletter <i>Fundraising Matters</i> with logo/link	✓	✓						
Listing in the AFP-NYC e-newsletter <i>Fundraising Matters</i>								
Social media recognition (Facebook/Twitter) as appropriate	✓	✓	✓	✓				