

# **AFG 15<sup>th</sup> Annual National Conference**

## **GPS “Getting on the Path to Success”**

### **Thursday, May 11, 2017**

**FHI 360 Conference Center**

1825 Connecticut Avenue NW, 8th Floor, Washington, DC 20009

#### **2017 Sponsorship Opportunities**

Since 1988, the Association Foundation Group (AFG) has been the only organization in the U.S. dedicated to the professional development of association fundraising and association foundation professionals. AFG provides unique networking and educational programs for professionals working for and with association foundations. Attendance for the event is anticipated to be over 150 association foundation fundraisers, from professional and trade associations, to non-profit organizations. Be a part of this unique conference and gain exposure with an influential audience.

After a personal consultation to learn more about how your company wishes to interact with the Association Foundation Group, we can create a customized proposal for your review. The goal is to establish a relationship that best meets your needs while continuing to advance the mission and goals of AFG.

#### **Platinum Partner – \$7,500**

##### **AFG Conference Benefits**

- Premium logo placement and recognition in marketing collateral, event signage, and on-site materials
- Premium logo placement on AFG Conference website with link to your corporate website
- Opportunity to distribute marketing collateral or promotional item to attendees during the Keynote Luncheon
- Opportunity to include an insert in the conference registration materials
- AFG will send two tweets about your company before the conference to our followers (subject to mutual approval)
- Recognition from the podium as the Keynote Luncheon Sponsor
- Opportunity for a corporate executive to provide two minutes of welcome remarks
- One table-top exhibit space (premium placement)
- Four conference registrations

##### **AFG Industry Partnership Benefits**

- One-year membership in AFG for one employee  
Company name listed in online solutions provider directory
- Discounts for guests to AFG events
- Invitation to join AFG Board Volunteer Committee
- Promoted discounts to AFG members
- Recognition in *AFG Connections* bimonthly online newsletter with URL link
- AFG mailing list – one use annually
- One article in *AFG Connections* bimonthly online newsletter with URL link
- Logo on AFG Partners web page with URL link
- Right of refusal on conference sponsorship opportunities
- Two complimentary memberships for association professionals (new or lapsed AFG member)
- Speaking opportunity with intro remarks before an education session and distribute collateral
- Premium listing on the AFG website (possibly a carousel listing)
- Sponsor spotlight and case studies on the website
- Serve as a Subject Matter Expert at AFG event or on a webinar
- Email blast to AFG membership announcing sponsors and spotlights
- Host one AFG event at company or client office
- Full page ad in the AFG Benchmarking Survey
- Exclusive sponsor of the AFG Benchmarking Survey

## **Gold Partner – \$5,000**

### **AFG Conference Benefits**

- Premium logo placement and recognition in marketing collateral, event signage, and on-site materials
- Premium logo placement on AFG Conference website with link to your corporate website
- Opportunity to distribute marketing collateral or promotional item to attendees during the Opening Plenary Session
- Opportunity to include an insert in the conference registration materials
- AFG will send two tweets about your company before the conference to our followers (subject to mutual approval)
- Recognition from the podium as the Opening Plenary Session Sponsor
- Opportunity for a corporate executive to provide two minutes of welcome remarks
- One table-top exhibit space (premium placement)
- Four conference registrations

### **AFG Industry Partnership Benefits**

- One-year membership in AFG for one employee
- Company name listed in online solutions provider directory
- Discounts for guests to AFG events
- Invitation to join AFG Board Volunteer Committee
- Promoted discounts to AFG members
- Recognition in *AFG Connections* bimonthly online newsletter with URL link
- AFG mailing list – one use annually
- One article in *AFG Connections* bimonthly online newsletter with URL link
- Logo on AFG Partners web page with URL link
- Right of refusal on conference sponsorship opportunities
- Two complimentary memberships for association professionals (new or lapsed AFG member)
- Speaking opportunity with intro remarks before an education session and distribute collateral
- Premium listing on the AFG website (possibly a carousel listing)
- Sponsor spotlight and case studies on the website
- Serve as a Subject Matter Expert at AFG event or on a webinar
- Email blast to AFG membership announcing sponsors and spotlights
- Host one AFG event at company or client office
- Full page ad in the AFG Benchmarking Survey

## **Silver Partner – \$3,500**

### **AFG Conference Benefits**

- Premium logo placement and recognition in marketing collateral, event signage, and on-site materials
- Premium logo placement on AFG Conference website with link to your corporate website
- Opportunity to distribute marketing collateral or promotional item to attendees during the Closing Plenary Session
- AFG will send two tweets about your company before the conference to our followers (subject to mutual approval)
- Recognition from the podium as the Closing Plenary Session Sponsor
- Opportunity for a corporate executive to provide two minutes of welcome remarks
- One table-top exhibit space (premium placement)
- Two conference registrations

### **AFG Industry Partnership Benefits**

- One- year membership in AFG for one employee
- Company name listed in online solutions provider directory
- Discounts for guests to AFG events
- Invitation to join AFG Board Volunteer Committee
- Promoted discounts to AFG members
- Recognition in *AFG Connections* bimonthly online newsletter with URL link
- AFG mailing list – one use annually
- One article in *AFG Connections* bimonthly online newsletter with URL link
- Logo on AFG Partners web page with URL link
- Right of refusal on conference sponsorship opportunities

- Two complimentary memberships for association professionals (new or lapsed AFG member)
- Speaking opportunity with intro remarks before an education session and distribute collateral
- Premium listing on the AFG website (possibly a carousel listing)
- Sponsor spotlight and case studies on the website
- Serve as a Subject Matter Expert at AFG event or on a webinar

## **Bronze Partner – \$1,500**

### **AFG Conference Benefits**

- Premium logo placement and recognition in marketing collateral, event signage, and on-site materials
- Premium logo placement on AFG Conference website with link to your corporate website
- Recognition as the exclusive sponsor at your chosen event: Continental Breakfast, Dessert Break, or Mid-afternoon Networking Break
- Opportunity for a corporate executive to provide two minutes of welcome remarks
- One table-top exhibit space
- One conference registration

### **AFG Industry Partnership Benefits**

- One-year membership in AFG for one employee
- Company name listed in online solutions provider directory
- Discounts for guests to AFG events
- Invitation to join AFG Board Volunteer Committee
- Promoted discounts to AFG members
- Recognition in *AFG Connections* bimonthly online newsletter with URL link
- AFG mailing list – one use annually
- One article in *AFG Connections* bimonthly online newsletter with URL link
- Logo on AFG Partners web page with URL link

## **Education Track Sponsor for 2017 AFG Conference - \$2,500**

### **AFG Conference Benefits**

- Premium logo placement and recognition in marketing collateral, event signage, and onsite materials
- Premium logo placement on AFG Conference website with link to your corporate website
- Logo in *AFG Connections* bimonthly, online newsletter
- Recognition as the exclusive sponsor at your chosen educational track: Beginner, Intermediate, or Advanced
- One table-top exhibit space
- Two conference registrations

## **Exhibitor or Supporter for 2017 AFG Conference – \$500**

- One table-top exhibit space (optional)
- One conference registration
- Recognition on AFG Conference website with link to your corporate website
- Recognition in AFG onsite materials
- Listing in *AFG Connections* bimonthly, online newsletter

## **Evening Event Networking Sponsor for 2017 AFG Conference – \$2,000**

After the success of last year's inaugural social event the night before the conference, AFG will again host this event on Wednesday, May 10th. This event is focused on fun and networking with food and drink. The sponsor will be able to stand out from the crowd and receive exclusive recognition with brief remarks in addition to other conference sponsorship benefits offered at this level.



**AFG 15th Annual National Conference**  
**GPS "Getting on the Path to Success"**  
**Thursday, May 11, 2017**  
**FHI 360 Conference Center**  
**1825 Connecticut Avenue NW, 8th Floor, Washington, DC 20009**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Yes, I would like to be an AFG Annual Conference Sponsor as stated here. My signature signifies my commitment.

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City,

State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES:**

- Platinum \$7,500
- Gold \$5,000
- Silver \$3,500
- Bronze \$1,500
- Evening Event \$2,000
- Exhibitor/Supporter \$500
- Education Track \$2,500

TOTAL DUE: \$ \_\_\_\_\_

My check (made payable to AFG) is enclosed:

CHECK # \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_

Please charge my Credit Card:

AMOUNT \$ \_\_\_\_\_

- AMEX
- Mastercard
- VISA

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**COMPLETE AND EMAIL OR FAX TO 202.449.9551**  
**Association Foundation Group**  
**1701 K Street, NW, Ste. 650 | Washington, DC 20006**  
**Questions: 703.740.8737 info@associationfoundationgroup.org**  
**www.associationfoundationgroup.org**