



- Learn
- Network
- Share Knowledge

SPONSOR AND PARTNERSHIP OPPORTUNITIES



CONTACT

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**WEDNESDAY,
MARCH 2, 2023
10AM TO 4PM**

WASHINGTON, DC

associationfoundationgroup.org

2023 AFG CONFERENCE SPONSORS & ANNUAL PARTNERSHIP OPPORTUNITIES

Association Foundation Group offers members valuable networking and niche learning opportunities within the foundation fundraising space. We offer our partners and sponsors a year-round opportunities to connect with our membership. We have the monthly Dialed-In webinar series, our in person Annual AFG Conference and much more!

Let's chat and discuss how we can help each other! We will provide several opportunities for you to connect with the Association Foundation Group membership, who are your future customers and you help keep our educational offerings fresh and our registration costs low! We have several levels of partnership outlined below or we can customize an annual partnership experience that meets your target goals.

At a Glance 2023 Sponsor/Partner Opportunities and Benefits	Platinum Partner \$5,000	Gold Partner \$3,500	Silver Partner \$2,500	Bronze Partner \$1,500
Specialized and custom email to AFG members on behalf of your company/organization	√			
Video greeting in an email message	√	√	√	√
Co-sponsored event with AFG of your choice	√	√	√	√
Virtual speed-networking session (Breakout rooms for purpose of networking)	√	√		
1 article or ad placement in AFG's eNewsletter (timing of your choice)	√	√		
Complimentary AFG basic membership (for use or gifting)	5	3	1	
Recognition prominently displayed during the conference	Logo + Name	Logo + Name	Logo + Name	
Recognition in conference materials	Logo	Logo	Logo	Logo
Recognition in (1) AFG eNewsletter and on social media	Logo + Link	Logo + Link	Logo + Link	Logo + Link
Recognition on the AFG Conference Website	Logo + Link	Logo + Link	Logo + Link	Logo + Link
Complimentary conference registrations	3	2	2	1
(1) Full page ad on the inside of the cover of the Conference Program	√			
Promotional video advertisement to be played during the conference (up to 2 minutes- created by your company)	√			
IN-PERSON OPTIONS:				
In-person option: Premium exhibit location	√	√	√	√
In-person option: Exclusive recognition at a key conference event with speaking	√	√		
In-person option: Opportunity to distribute promotional item at the conference	√	√	√	

AFG ANNUAL SPONSOR OPPORTUNITIES

AFG Dialed-In Educational Webinar Series – \$1,500 per series or \$250 per session

Hosted every third Wednesday of the month, these hour-long series are free for members and grant 1 CAE credit. Topics are varied, ranging from introductions to deep dives into industry-based knowledge. The webinars highlight advances, best practices and innovations in related fields and puts your name in front of an audience of executives specializing in fundraising and management of associations and association foundations.

- Opportunity to develop and present one educational session offering 1 CAE credit.
- Your company's logo is included on all webinar collateral (website, social banners and in eNewsletters, and in social media leading up to and immediately following the sessions)
- Your company will be acknowledged in our eNewsletters highlighting the upcoming webinars for the membership.
- Host an exclusive virtual social event, led collaboratively by a representative from your company and leadership from AFG (up to 60 minutes)
- One complimentary AFG (basic) membership (for use or gifting)
- Recognition in (6) AFG bi-monthly eNewsletter (logo + link)
- Recognition on the AFG website

AFG Annual Conference Sponsorship – \$2000 and up

AFG provides unique networking and educational programs for professionals working for and with association foundations. Attendance for the event is anticipated to be over 100 association foundation fundraisers, from medical societies, professional and trade associations to other non-profit organizations. Be a part of this unique conference and gain exposure with an influential audience.

Featured Sponsor: \$2500 This premier sponsorship opportunity of the AFG. It INCLUDES an educational speaking opportunity at the event, a complimentary tabletop exhibit space near the door, and will feature your logo and company name prominently in our meeting program, signage at the event, and on our website and social media.

Session Sponsor: \$1000 This sponsorship will feature your logo and company name prominently in our meeting program, the opportunity to introduce a session, signage at the event, a social media shout-out, and the option to provide a give-away gift with your company logo in our registration materials.

Break Sponsor: \$500 This package will feature your logo and company name prominently in our meeting program, and recognition at the podium prior to the break. Sponsor both days breaks for \$800

Speaker Sponsor -- \$250 (4 available). This package will feature your logo and company name prominently in our meeting program, and your logo displayed on the screen during the general session.

General Sponsorships (any amount) We will add your logo to the AFG meeting program to show our appreciation. Thank you for your valuable support.

Additional Audience Engagement Opportunities

- Virtual or In Person Networking Event **\$500**

Conference Virtual Advertising Opportunities (w/out sponsor benefits)

This will also include your ad being posted to social media with a link.

- Program Book Ads
- Half Page **\$250**
- Full Page **\$500**
- Inside of the front or the back cover (if available) **\$1000**

EVENT MARKETING SCOPE

An aggressive marketing campaign is planned for the AFG EDGE Conference. The event will be heavily marketed for approximately 8 weeks prior to the event and on an annual basis.

DIGITAL MEDIA

The AFG website is an important vehicle of communication for news, program updates, sponsorship information and links. Online media outlets will also be used to market the AFG EDGE Conference and Annual Sponsor Programs.

SOCIAL MEDIA

The AFG EDGE Conference, and other event related Facebook pages enjoy over 50,000 followers combined, providing an effective platform to convey sponsor's logos and messages. The AFG EDGE Program Committee is actively engaged in marketing via social media and will highlight all sponsors on this platform.

PRINT MEDIA

Regional publications and tourism publications will be used to market the event, including both visual ads and articles. Event posters and flyers are printed and distributed throughout West Virginia.

NEWSLETTERS

Information will be included in all of our promotional newsletters, prior and after the conference or educational event.

CUSTOMIZED SPONSORSHIPS

Opportunities exist for companies and organizations to sponsor at a variety of levels. There are endless customizable options available to ensure your company maximizes your chances to touch new and existing customers. Sponsor will enjoy many benefits, such as advertising, vendor space, event signage, registrations, online event opportunities and more.

SPONSOR NOW!

With the 2023 AFG EDGE Conference comes outstanding benefits and unique opportunities for your brand and company. Partner with us to take advantage to share your company's messaging, educational opportunities. To discuss sponsorship and advertising opportunities please complete the attached form or contact Luke Driscoll at (202) 628-4402 or email info@associationfoundationgroup.org.