



Premiere Sponsorship Opportunities 2022



Supporting Charitable Good since 1996



With over 30,000 professionals world-wide, the Association of Fundraising Professionals is dedicated to inspiring philanthropy in our communities by supporting AFP members and their organizations to drive charitable good through effective and ethical fundraising practices.

Established in 1996, the AFP Greater Vancouver Chapter is one of the largest chapters in Canada representing charities across Metro Vancouver and the Fraser Valley. We are focused on four core activities:

Education | Training | Mentorship | Advocacy

Increase Your Visibility



As a Sponsor, your company will gain access to key decision makers and influencers in Canada's \$240 billion fundraising sector and forge pivotal relationships within the charitable sector, while conveying your commitment to community engagement and support with your customers and stakeholders.

Showcase products and services to a targeted group
Enhance market presence and brand awareness

AFP Greater Vancouver has a diverse membership encompassing:

- 400 individual and institutional members who use services and goods to support their fundraising work
- Professionals at all levels, from junior fundraisers, up and coming industry professionals, and seasoned sector leaders/decision makers
- From small to large, local to national charities
- Philanthropists and businesses who share your love of giving back and the fundraising profession

Premiere Sponsors will enjoy key engagement opportunities such as:

- Recognition on a host of print and digital communications materials
- Personalized social media package created
- Sponsor activations at in-person and virtual events
- Executive and employee participation opportunities such as mentorship program
- Speaking opportunities at various events
- Access to industry decision makers
- Product showcasing opportunities through in-kind support and demos

Premiere Sponsorship Opportunities



➤ **CHAPTER SPONSOR** - \$15,000/year year-round brand exposure within all program areas:

➤ **EDUCATION SERIES SPONSOR - \$10,000 - \$12,500**

- Presenting - \$10,000 - \$12,000
- Philanthropy Book Club - \$2,500
- Online Learning and Resource Library - \$2,500
- AFP Fundamentals Fundraising Course (twice yearly) - \$5,000
- Virtual Event Series- AMAs, Lunch and Learns - \$500/event (or \$2,500 each Series)
- In-Person Event Series- e.g. Educational breakfasts

➤ **MENTORSHIP PROGRAM - \$5,000 A YEAR**

➤ **IDEA SERIES SPONSOR - \$2,500**

➤ **NATIONAL PHILANTHROPY DAY LUNCHEON SPONSORSHIP**

- Presenting Sponsor - \$10,000/year
- Keynote Speaker - \$6,000
- Giving Hearts Awards Sponsor - \$3,000 (7 available)
- Spirit of Philanthropy - \$1,500
- In-Kind

➤ **OTHER**

- Named Scholarships and Bursaries - \$1,500

Chapter Sponsor - \$15,000/yr



As the AFP Greater Vancouver *Chapter Sponsor*, your company's logo will be prominently featured on **ALL** print and digital communications, including AFP Greater Vancouver's homepage <https://www.afpvancouver.org/>

Your company will receive verbal acknowledgement as our *Chapter Sponsor* at **ALL** events/activities. In addition, we would be pleased to work with you to customize opportunities for a physical presence at any of our in person events (e.g. words of welcome, sampling, product demonstration or other activation).

Education Series Sponsor



1. [Professional Development Events](#)

AFP Greater Vancouver Chapter hosts 8-10 professional development activities each year. Our breakfast series features speakers taking on a variety of topics ranging from fundraising skill development to ethics to strategic planning. Other events include the Fraser Valley Summit, Chapter “Minglers”, and co-hosted sessions with the Canadian Association of Gift Planners.

2. [Online Learning](#)

AFP members have access to online learning tools including monthly webinars and a reference library of presentation materials.

3. [Philanthropy Book Club](#)

Participants can expect a unique and intimate professional development opportunity where they can ask questions, share their experiences and dive deeper into discussions with their peers.

3. [Fundamentals of Fundraising Course](#)

This comprehensive 4 day virtual course provides a complete overview of fundraising for individuals with less than 5 years of experience, or for those thinking about a career in fundraising. With time built in each day for discussion and networking, it also provides great relationship building opportunities within the fundraising community.

4. CFRE Study Groups/Guide

Mentorship and IDEA Sponsor



Mentorship Program

The Mentorship Program is designed to match up and coming fundraisers with more experienced colleagues. The Mentorship Program helps to build mentees' professional networks, and is tailored to individual interests, from fundraising strategy to management to career development.

Inclusion, Diversity, Equity and Access (IDEA) Program

AFP has an opportunity—and a responsibility—to invest in the areas of equity and access, and to ensure AFP and the sector stay relevant to fundraisers and donors. We must take a comprehensive look at the barriers to professional equity and tackle these issues through education, advocacy and support. A series of events and initiatives are being planned for the coming year(s).

National Philanthropy Day



AFP Greater Vancouver Chapter's **National Philanthropy Day Luncheon** celebrating the annual **Giving Hearts Awards** is the crowning event of the year celebrating the impact of philanthropy through the important contributions of fundraisers, volunteers and philanthropists in our communities.

In past years this high-profile event has welcomed over 700 attendees to the Vancouver Convention Centre, including award nominees and senior leaders in the charitable and corporate sectors. 2021's event was our very first virtually hosted awards event and brought together industry fundraisers, philanthropists, and businesses celebrating what philanthropy has meant over the past two years and included our usual Giving Hearts Awards and 2 one-of-a-kind Community Pandemic Response Awards:

Click the links below to learn more about the National Philanthropy Day Sponsorship Opportunities and event:

[Giving Hearts Awards 2020/21](#)

[View last year's virtual event here](#)

[Sponsorship Package](#)

Thank you!!!



Thank you for considering a partnership with AFP Greater Vancouver Chapter.

We look forward to working with you to customize a unique sponsorship package that meets your corporate and community goals and objectives.

Please contact us if you are interested in partnering with AFP Greater Vancouver we'd love to chat to you!

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