

CHANGE THE WORLD



WITH A GIVING HEART



2023 Partnership Opportunities

National Philanthropy Day®

About the Association of Fundraising Professionals


With over 30,000 professionals world-wide, the Association of Fundraising Professionals (AFP) 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, with more than 400 members representing charities across Metro Vancouver and the Fraser Valley.


Strategic Focus Education Training Mentorship Advocacy IDEA	400+ Members	Diverse representation from all areas, causes, and organization sizes within the charitable sector
	Access to key decision makers and influencers in Canada's \$240 billion fundraising sector	20+ annual events, activities, educational sessions, and mentorship meetups


Media & Marketing Reach

Social Media (@AFPVancouver)

 2,770+ followers, 23% engagement

 720+ followers, 18% engagement

 440+ followers, 16% engagement

 820+ followers, 21% engagement

E-comms

10+ NPD branded sponsor eblasts sent throughout the year

1000+ Recipients

Media Partners

Regularly featured in digital and print publications including **Business in Vancouver, CityTV, News1130, Miss 604, Charity Village.**

Professional Development, IDEA, & Innovation

- Professional Development Events (*8-10 annual events, including Ask Me Anything virtual events, Fraser Valley Summit, Fundamentals of Fundraising Course, CFRE Exam Prep, and co-hosted sessions with the Canadian Association of Gift Planners*)
- Mentorship Program - aim to match 30 pairs of junior professionals with a senior professional for a year.
- Inclusion, Diversity, Equity and Accessibility (IDEA Program)
- Online Learning & Reference Library
- Monthly Webinars
- CFRE Accreditation Support
- Scholarship Programs
- Young Professionals Program



National Philanthropy Day®

Join us for National Philanthropy Day 2023 and celebrate with your colleagues and peers!

National Philanthropy Day® (NPD) is AFP's hallmark annual event, bringing the social impact sector together to celebrate inspiring individuals and businesses that are making a positive impact in the lives of others, their community, and the world through their incredible contributions and spirit of philanthropy.

This year's 26th Annual National Philanthropy Day® will bring our community together at the Parq Hotel Vancouver, to highlight our Giving Hearts Award nominees, recipients, our Chapter's member organizations, business sponsors, community champions, and philanthropists to celebrate our resilient profession and the positive change we all make in our communities together.

At the event seven Giving Hearts Awards are presented including:

- Spirit of Generosity Award
- Outstanding Legacy Philanthropist
- Outstanding Youth Philanthropist
- Outstanding Corporation
- Outstanding Small Business
- Outstanding Volunteer Fundraiser
- Lifetime Achievement Award

[View AFP Greater Vancouver's new National Philanthropy Day website.](#)

Wednesday, November 22, 2023
JW Marriott Parq Vancouver
39 Smithe St, Vancouver, BC

700+ Event Attendees
7 Giving Hearts Awards
1 Inspiring Day

Previous Nominating Organizations

Alzheimer Society of B.C
BC Cancer Foundation
BC Children's Hospital Foundation
BC Professional Fire Fighters' Burn Fund
BC SPCA
BC Women's Health Foundation
Burnaby Hospital Foundation
Canadian Cancer Society
Canuck Place Children's Hospice
Capilano University
Coast Mental Health Foundation
Corpus Christi College
Covenant House Vancouver
David Suzuki Foundation
Family Services of the North Shore
JDRF BC & Yukon
Heart & Stroke Foundation Canada
Hogan's Alley Society
Lion's Gate Hospital Foundation
Leukemia Lymphoma Society of Canada
North Shore Neighbourhood House
Richmond Hospital Foundation
Ronald McDonald House BC & Yukon
Royal Columbian Hospital Foundation
Simon Fraser University
Stigma-Free Society
St. Paul's Foundation
Surrey Hospitals Foundation
Take a Hike Foundation
UBC Faculty of Medicine
United Way of the Lower Mainland
University of Fraser Valley
VGH & UBC Hospital Foundation
West Vancouver Foundation
Women in Insurance Cancer Crusade BC
World Vision
Zajac Ranch Society



Sponsorship Opportunities

As a sponsor of National Philanthropy Day you will have the unique opportunity to connect with more than 700 major donors, nonprofit executives, and business and community leaders from the province's most successful and celebrated organizations, all while positioning your brand as a leader in corporate social responsibility and community investment. This is an unprecedented opportunity to reach a large, diverse and engaged audience. Your support will also ensure that philanthropy in the Vancouver area continues to inspire a genuine passion for making a positive difference in our communities and around the world.

Sponsorship options and opportunities are provided here as guidelines. We are more than happy to work with you to further customize these opportunities to best support your marketing and philanthropic objectives. We would be honored to partner with you and welcome your thoughts, feedback and questions.

WELCOME RECEPTION SPONSOR - \$5,000 (1 Available)

Attendance & Program Involvement

- Four (4) tickets to the 2023 event
- Opportunity to provide welcome gifts for guests (sponsor to provide)
- Opportunity to highlight your business at a table or other activation in the foyer
- First Right of Refusal for next year's event

Marketing & Brand Exposure

- Logo placement:
 - Signage in the Reception area
 - Tabletop signage in reception area
 - Pre-event sponsorship slideshow
 - Event program
 - AFP website with hyperlink
- Recognition on AFP social media channels
- Email featuring your logo and celebrating your support sent to the AFP database

DESSERT RECEPTION SPONSOR - \$5,000 (1 Available)

Attendance & Program Involvement

- Four (4) tickets to the 2023 event
- Opportunity to provide thank you gifts for guests (sponsor to provide)
- Opportunity to highlight your business at a table or other activation in the foyer
- First Right of Refusal for next year's event

Marketing & Brand Exposure

- Logo placement:
 - Signage in the Reception area
 - Tabletop signage in reception area
 - Pre-event sponsorship slideshow
 - Event program
 - AFP website with hyperlink
- Recognition on AFP social media channels
- Email featuring your logo and celebrating your support sent to the AFP database



GIVING HEARTS AWARDS SPONSOR - \$4,000 (6 Available, 1 Sold)

Opportunities

- Spirit of Generosity Award - 1 Available
- Outstanding Legacy Philanthropist - SOLD
- Outstanding Youth Philanthropist - 1 Available
- Outstanding Corporation - 1 Available
- Outstanding Small Business - 1 Available
- Outstanding Volunteer Fundraiser - 1 Available
- Lifetime Achievement Award - 1 Available

Attendance & Program Involvement

- Six (6) tickets to the 2023 event
- Opportunity to present the Giving Hearts Award on stage to the recipient
- Opportunity to highlight your business at a table or other activation in the foyer
- First Right of Refusal for next year's event

Marketing & Brand Exposure

- Branding recognition at the introduction of the Giving Hearts Award recipient video
- Logo placement:
 - Pre-event sponsorship slideshow
 - Event program
 - AFP website with hyperlink
- Recognition on AFP social media channels
- Email featuring your logo and celebrating your support sent to the AFP database



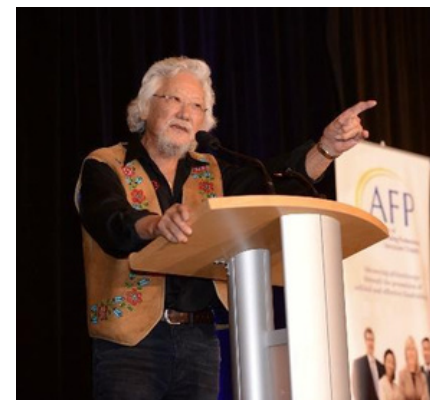
SPIRIT OF PHILANTHROPY SPONSOR - \$2,000 (10 Available)

Attendance & Program Involvement

- Two (2) tickets to the 2023 event
- Opportunity to highlight your business at a table or other activation in the foyer
- First Right of Refusal for next year's event

Marketing & Brand Exposure

- Company name listed in:
 - Pre-event sponsorship slideshow
 - Event program
 - AFP website with hyperlink
- Recognition on AFP social media channels
- Email featuring your name and celebrating your support sent to the AFP database





Other Ways to Engage with Greater Vancouver's Social Impact Community & Share Your Brand

Chapter Sponsorship \$15,000

As the AFP Greater Vancouver Chapter Sponsor, your company's logo will be prominently featured on ALL print and digital communications, verbal acknowledgement 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.

Education Sponsorship \$2,500 - \$12,500

Elevate the nonprofit community by sponsoring professional development programming throughout the year. From speaker series, to networking receptions, to the Fraser Valley Summit, to co-hosted sessions with the Canadian Association of Gift Planners, and more, each event provides a unique perspective on the future of philanthropy.

Mentorship Program Sponsorship \$5,000

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.

Scholarships \$1,500

Empower local social impact organizations to do their best work by ensuring that nonprofit professionals in our community have access to industry-leading education, training, and conferences. Scholarships can be provided for the *AFP Fundamentals of Fundraising Course*, *AFP ICON*, CFRE prep courses, and *AFP Congress*.



Thank You

Thank you for considering partnering with AFP Greater Vancouver. We look forward to working with you to elevate and empower the social impact sector and continue to create meaningful positive change in our community.

To fully benefit from this partnership and opportunity, please confirm your commitment by **Friday June 30th**.

Please do not hesitate to contact us should you have any questions. For more information or to confirm your sponsorship we would love to hear from you!

Thank you again for your kind consideration and for all you do to support our community.

Lana Lincoln

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Neil McEachern

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With gratitude from AFP Vancouver's National Philanthropy Day Committee.

