



# Sponsorship Opportunities

2024

[afpkansasheartland.com](http://afpkansasheartland.com)

## Get yourself and your organization in front of fundraising professionals in Kansas.

The Association for Fundraising Professionals - Kansas Heartland Chapter is the regional chapter of the International Association of Fundraising Professionals. AFP is the gold standard in training and supporting fundraisers across the globe.

We ascribe to the highest ethical standards of fundraising in these ways and more:

- AFP requires that members comply with a Code of Ethical Principles that provides concrete guidelines for fundraising.
- AFP was instrumental in creating the Donor Bill of Rights, a document outlining what donors have the right to expect from charitable organizations.
- AFP has a close affiliation with Certified Fund Raising Executive (CFRE) International. The CFRE credential is a certification process to increase professionalism and ensure ethics in the field of fundraising. Nearly every AFP Kansas Heartland Chapter program is eligible for CFRE continuing education credits.

Your local AFP serves most of the state of Kansas, with the only other chapters in Kansas City and Topeka. We represent thousands of Kansas non-profits and development professionals, with a membership around 80 at any given time. Our monthly training sessions and our annual National Philanthropy Day (NPD) are open to anyone, regardless of their membership status.



2024

Ten Star AFP Chapter

## How can you reach this audience?

We offer wide-ranging opportunities to reach our members with your message through chapter and NPD sponsorships. Chapter sponsorships will support membership and professional development scholarships for development professionals whose organizations can not afford these involvement opportunities.

Monthly training sessions – Local and regional experts present topics of interest. Typically, 10 of these occur throughout the year with attendance around **25**. In the spring, we typically host a larger program with a national speaker, which attracts as many as **70** attendees. Virtual offerings are available for most events.

Coffee talks – Quarterly, we plan hosted virtual coffee talks where development professionals network and share ideas. These are attended by **5-10** people.

Networking in-person social events – Fun and relaxed opportunities to meet and discuss all topics are held at least twice a year, including once during the holiday season where we recognize our outgoing and incoming board members. About **30-40** typically attend.

National Philanthropy Day – Held each year around November 15, this luncheon which honors those involved in philanthropy – from volunteers to youth to young professionals to philanthropists. About **200** community members attend. Training sessions are also held for about **50** development professionals to round out the day.

Elevate Newsletter and social media – Each month, about **675** fundraising professionals receive our newsletter. We also post regularly on our Facebook page, which has **375** followers. Elevate includes job postings for open fundraising opportunities, which also are sent in a separate e-mail monthly.





## AFP Kansas Heartland Sponsorship Packages 12-month Opportunity

	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Benefits</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
Logo place recognition	Logo or name included on chapter website and monthly Elevate newsletter	Logo or name included on chapter website and monthly Elevate newsletter	Name included on chapter website and monthly Elevate newsletter
Social Media Mentions	Six posts (within 12 months) on chapter social media outlets mentioning sponsorship	Four posts (within 12 months) on chapter social media outlets mentioning sponsorship	Two posts (within 12 months) on chapter social media outlets mentioning sponsorship
Chapter Event Recognition	Signage or other similar recognition (powerpoint, etc.) plus verbal recognition at each AFP chapter event	Verbal recognition at each AFP chapter event	
Speaking Opportunity	Opportunity for sponsor to speak briefly at two chapter educational events (except National Philanthropy Day)		
Complimentary Registrations	Four complimentary registrations to all chapter educational sessions	Two complimentary registrations to all chapter educational sessions	
Job Listings on Chapter Website	Free	Free	50% off

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## AFP Kansas Heartland National Philanthropy Day Sponsorship Packages

	<b>Premier</b>	<b>Major/ Media</b>	<b>Supporting</b>	<b>Patron</b>	<b>Community Foundation</b>
<b>Benefits</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$500</b>
Event Program	Logo on event program	Logo on event program	Logo on event program	Name on event program	Name on event program
NPD Materials and Media	Logo included in all AFP National Philanthropy Day materials and media	Logo included in all AFP National Philanthropy Day materials and media	Logo included on all print/email membership correspondence		
Event digital recognition	Logo on screen	Logo on screen	Logo on screen	Name on screen	
Website Recognition	Logo on website	Logo on website	Logo on website	Name on Website	
Social Media	Mentions on AFP social media outlets	Mentions on AFP social media outlets	Mentions on AFP social media outlets		
Literature in workshop packets for educational sessions	Inclusion of literature in workshop packets (Qty 50, provided by Nov 1)	Inclusion of literature in workshop packets (Qty 50, provided by Nov 1)	Inclusion of literature in workshop packets (Qty 50, provided by Nov 1)		
Speaking Opportunity	2-3 minute welcome from the podium at event				
Complimentary NPD tickets	2 tables, as requested, 20 luncheon tickets (value of \$900)	1 table, 10 luncheon tickets (value of \$450)	4 luncheon tickets (value of \$196)	2 luncheon tickets (value of \$98)	2 for educational sessions and luncheon (value of \$198)

NPD sponsorships help cover the costs of presenting the event.

Must be paid in full by November 1, 2024

Checks payable to: AFP Kansas Heartland, PO Box 1157, Wichita, KS 67201