



AFF GREATER AUSTIN CHAPTER PRESENTS

PHILANTHROPY DAY  
AWARDS

2021

A *Virtual* CELEBRATION!

HOME

SPONSORSHIP  
OPPORTUNITIES



# PHILANTHROPY DAY AWARDS

2021

The Philanthropy Day Awards Luncheon brings together nearly 800 community, philanthropic and non-profit leaders to celebrate outstanding individuals, corporations, foundations and organizations whose philanthropic footprint inspires change, and empowers good for the Central Texas community. Proceeds from the event support AFP's mission of advancing philanthropy by enabling people and organizations to practice effective and ethical fundraising.

## ABOUT AFP

The Association of Fundraising Professionals Greater Austin Chapter is a nonprofit organization that facilitates ethical and effective philanthropy in Central Texas. AFP Greater Austin offers:

- a valued membership experience to professionals responsible for fundraising,
- professional programming, training and networking events, and
- \$10,000 annually in scholarships to ensure programs are accessible.

## BENEFITS OF PARTNERSHIP

As a partner of the Association of Fundraising Professionals Greater Austin Chapter, you stand together with nonprofit leaders that represent 300 organizations working to make Central Texas a great place to live, including:

- Aligning your brand with the cause of philanthropy and the value of generosity;
- Being exposed to community-minded, affluent individuals;
- Having access to nonprofit fundraisers and decision-makers; and
- Being associated with high-quality professional education and ethical fundraising practices.

## SECURING YOUR SPONSORSHIP

AFP Greater Austin Chapter can design sponsorship packages based on your needs and will be happy to provide additional information as needed. Please contact our office at [info@afpaustin.org](mailto:info@afpaustin.org) or (512) 457-8145. All sponsorships can be secured by completing the online form at: [www.afpaustin.org/chapter-sponsorship](http://www.afpaustin.org/chapter-sponsorship)

## PRESENTING SPONSOR

\$20,000

### Exclusive naming opportunity as Presenting Sponsor featured on promotional items (website, video, print, press)

- Opportunity to address attendees of virtual event on March 11th, 2021
  - Limit 90 second address
- 30 second ad shown during virtual event on March 11th, 2021
- 30 second ad shown during the virtual VIP reception hosted separately than main virtual event
- Opportunity to present award as agreed upon with AFP
- Invitation to VIP reception for 20 guests
- Opportunity for an event gift for 20 guests available to be picked up by guest or sponsor
- Ability to provide marketing piece in event gift bag given to VIP attendees identified by sponsors
- Special verbal recognition by emcee during virtual event
- 15-second video/advertisement shown during event
- Three complimentary registrations to each educational lunch throughout the year
  - (typically 6 hosted per year)
- Five social media mention prior to the event
- Invitation to VIP reception for 20 guests
- Opportunity for a event gift for 20 guests available to be picked up by guest or sponsor
- Ability to provide full page advertisement OR an embedded video for the virtual program
- Will be featured on the back page of the virtual program
- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo
    - (if provided photo and details by designated deadline)
- Company logo (linked to company's website) listed in e-newsletter promotion of event where all sponsors are listed
- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Company logo listed on event invitation (if committed by deadline)
- Company logo (linked to company's website) listed in virtual program for event
- Company logo (linked to company's website) recognition on Philanthropy Day webpage all year

## VIP RECEPTION

\$10,000

### Exclusive naming opportunity as VIP Reception.

- Underwriter featured on promotional items (website, video, program, press)
- Invitation to speak/provide video at VIP Reception, limited to 90 second address
- Ability to provide marketing piece in event gift bag given to VIP attendees identified by sponsors
- Special verbal recognition by emcee during virtual event
- 15-second video/advertisement shown during event
- Two complimentary registrations to each educational lunch throughout the year (typically 6 hosted per year)
- Two social media mention prior to the event
- Invitation to VIP reception for 15 guests
- Opportunity for an event gift for 15 guests available to be picked up by guest or sponsor
- Ability to provide full page advertisement OR an embedded video for the virtual program
- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo (if provided photo and details by designated deadline)
- Company logo (linked to company's website) listed in e-newsletter promotion of event where all sponsors are listed
- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Company logo listed on event invitation (if committed by deadline)
- Company logo (linked to company's website) listed in virtual program for event
- Company logo (linked to company's website) recognition on Philanthropy Day webpage all year

## PRODUCTION or VIDEO

\$5,000

### Exclusive naming opportunity as Production or Video Underwriter featured on promotional items (website, video, virtual program, press)

- Special verbal recognition by emcee during virtual event
- One social media mention prior to the event
- Invitation to VIP reception for 5 guests
- Opportunity for an event gift for 5 guests available to be picked up by guest or sponsor
- Ability to provide half (1/2) page advertisement OR an embedded video for the virtual program
- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo (if provided photo and details by designated deadline)
- Company logo (linked to company's website) listed in e-newsletter promotion of event where all sponsors are listed
- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Company logo listed on event invitation (if committed by deadline)
- Company logo (linked to company's website) listed in virtual program for event
- Company logo (linked to company's website) recognition on Philanthropy Day webpage all year

*Questions?*

Please contact our office at [info@afpaustin.org](mailto:info@afpaustin.org)  
or (512) 457-8145.

\$10,000

# Sponsorships



- 15-second video/advertisement shown during event
- Two complimentary registrations to each educational lunch throughout the year (typically 6 hosted per year)
- Ability to provide marketing piece in event gift bag given to VIP attendees identified by sponsors
- Special verbal recognition by emcee during virtual event
- Two social media mention prior to the event
- Invitation to VIP reception for 10 guests
- Opportunity for an event gift for 10 guests available to be picked up by guest or sponsor
- Ability to provide full page advertisement OR an embedded video for the virtual program
- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo (if provided photo and details by designated deadline)
- Company logo (linked to company's website) listed in e-newsletter promotion of event where all sponsors are listed
- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Company logo listed on event invitation (if committed by deadline)
- Company logo (linked to company's website) listed in virtual program for event
- Company logo (linked to company's website) recognition on Philanthropy Day webpage all year

\$5,000

- Special verbal recognition by emcee during virtual event
- Two social media mention prior to the event
- Invitation to VIP reception for 5 guests
- Opportunity for an event gift for 5 guests available to be picked up by guest or sponsor
- Ability to provide half (1/2) page advertisement OR an embedded video for the virtual program
- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo (if provided photo and details by designated deadline)
- Company logo (linked to company's website) listed in e-newsletter promotion of event where all sponsors are listed
- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Company logo listed on event invitation (if committed by deadline)
- Company logo (linked to company's website) listed in virtual program for event
- Company logo (linked to company's website) recognition on Philanthropy Day webpage all year

\$2,500

## Sponsorships



- Invitation to VIP reception for 2 guests
- Opportunity for an event gift for 2 guests available to be picked up by guest or sponsor
- Ability to provide quarter (1/4) page advertisement OR an embedded video for the virtual program
- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo (if provided photo and details by designated deadline)
- Company logo (linked to company's website) listed in e-newsletter promotion of event where all sponsors are listed
- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Company name listed on event invitation (if committed by deadline)
- Company name (linked to company's website) listed in virtual program for event
- Company name (linked to company's website) recognition on Philanthropy Day webpage all year

## Non Profit Sponsorships



\$1,250 non-member

\$1,000 member

- Sponsor honoree (formerly known as table honoree) award of your choice highlighted at event
  - Name and photo on virtual session
  - Nominating organization / company with quote included
  - Physical award given to sponsor honoree (coordinated with company / organization)
  - Images shown pre-and-post event
  - One dedicated social media post about special honoree with photo (if provided photo and details by designated deadline)
- Organization name listed in e-newsletter promotion of event where all sponsors are listed
- Everything listed in the sponsor package below

\$650 non-member

\$500 member

- Ability to invite as many individuals to attend virtual event as your guest
- Company name recognition on event virtual screens before 500 people
- Organization logo listed on event invitation (if committed by deadline)
- Organization logo (linked to company's website) listed in virtual program for event
- Organization logo (linked to company's website) recognition on Philanthropy Day webpage all year



*Save the Date*

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THURSDAY, MARCH 11<sup>TH</sup>

11:30 AM

INVITATION TO FOLLOW

RACHEL ELDER  
Philanthropy Day Chair

AMY JACKSON  
President

KRISTIN CAMPBELL  
President-Elect

Philanthropy Day Awards are an Austin tradition—a very special annual opportunity to celebrate our collective and individual work for the greater good. This year we bring Philanthropy Day **HOME.**