

CELEBRATING 25 YEARS

**THE FABRIC OF
FUNDRAISING**

MADE WITH
**100%
PASSION**



FUNDRAISING DAY
MAY 30, 2019

**METRO TORONTO
CONVENTION CENTRE**

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METRO TORONTO
CONVENTION CENTRE

This year, we are celebrating the 25th anniversary of the Association of Fundraising Professionals (AFP) Greater Toronto Chapter's annual Fundraising Day - **the largest 'must-attend' one-day conference in Canada for fundraisers.**

AFP Greater Toronto Chapter's Fundraising Day was founded in 1994, and 25 years later it continues to be the best one-day educational conference for fundraisers. Though our profession has evolved considerably, so many principles of fundraising remain the same. So, this year – let's celebrate *The Fabric of Fundraising*.

As a community-minded business, **we invite you to partner with us and have an immediate impact on the not-for-profit sector** at this important event. This is an **ideal opportunity to enhance your community investment** and network with this target audience.

Join us on **Thursday, May 30th** for a day of **best practices**, old ideas that have become new again, and the simplest approaches that drive **the best donor experiences** – and **the best results**.

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This popular event is **Canada's largest one-day fundraising conference** attracting **500+ delegates**.

Featuring 2019 Keynote Presenter, [**Zahra Al-Harazi**](#) – Entrepreneur and **renown transformative leadership expert**

The conference attracts over 30 exhibitors.

At the end of the day an after party reception is held.

This conference features multiple learning tracks and over 20 unique sessions with a variety of topics and formats.

DATE:

May 30, 2019

LOCATION:

Metro Toronto Convention Centre

DEMOGRAPHICS:

- 265 organizations represented in 2018 – mostly from the GTA
- Approximately 67% of delegates who attended in 2018 are senior leaders (CEOs, Presidents, Directors, Senior Managers)
- Approximately 40% of delegates who attended in 2018 are members, 60% non-members

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Why partner with us?

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Increased brand awareness

Strengthen your company's leadership position in the charitable sector

Establish & enhance customer relations with leading organizations

AFP Greater Toronto Chapter is the largest chapter of this international association (giving you access to the widest cross-section of fundraisers)

Contribute to the continuing education of fundraisers and strengthening the sector

Contribute to fulfilling the mission of non-profit and charitable organizations in attendance

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BENEFITS

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Sponsorship Level: \$3,100

Hospitality

- (3) complimentary delegate registrations
- Invitation to After Party

Marketing

- Access to delegate list both pre- and post-conference (excel format with e-mails & phone numbers)
- Logo on AFP Toronto website with link to sponsor website
- Twitter recognitions

On-site recognition

- Complimentary exhibitor space
- Logo recognition on screens throughout venue
- Logo recognition on event signage
- Logo recognition in the Fundraising Day app
- Banner advertisement in the Fundraising Day app

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In addition to the aforementioned benefits, the following custom activation opportunity is available:

Plenary Speaker

- Opportunity for material distribution at the Opening Plenary at each place setting
- Opportunity for representative to speak from the podium and/or show a video
- Reserved table at the front of the room
- Two representatives to sit at the head table with the plenary speaker
- Twitter recognition in advance of and following the plenary presentation (2 tweets broadcast to AFP Toronto's 7.4K followers)

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Sponsorship Level: \$2,600

Hospitality

- (2) complimentary delegate registrations
- Invitation to After Party

Marketing

- Access to delegate list both pre- and post-conference (excel format with e-mails & phone numbers)
- Logo on AFP Toronto website with link to sponsor website
- Twitter recognitions

On-site recognition

- Complimentary exhibitor space
- Logo recognition on screens throughout the venue
- Logo recognition on event signage
- Logo recognition in the Fundraising Day app

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In addition to the aforementioned benefits, the following custom activation opportunity is available:

Name Badges and Lanyards

- Logo on name badges and lanyards
- Select the colour of the lanyard

Wi-Fi

- Logo on splash page
- Login password will be company name
- Wi-Fi will be accessible in the Exhibitor Hall and the 6 Break Out Rooms

Humber College Students – sponsor 20 students to attend

- Opportunity to have breakfast with Humber students the morning of Fundraising Day and lead a discussion on your company's area of expertise

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Sponsorship Level: \$2,200

Hospitality

- (2) complimentary delegate registrations
- Invitation to After Party

Marketing

- Access to delegate list both pre- and post-conference (excel format with e-mails & phone numbers)
- Logo on AFP Toronto website with link to sponsor website

On-site recognition

- Complimentary exhibitor space
- Logo recognition on screens throughout
- Logo recognition on event signage
- Logo recognition in the Fundraising Day app

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In addition to the aforementioned benefits, the following custom activation opportunity is available:

Fundraising Day App

- Emails to delegates updating the application – mention of the sponsor in the email
- Hosts to mention the application at beginning of sessions

Professional Profile Pictures

- Logo on email with digital photo attachment
- Signage at the booth

Registration Desk

- Banner recognition at registration desk

Fundraising Day Website

- Link from your logo on the Fundraising Day header to sponsors website – logo will remain up for 30 days after the event

Fundraising Promotional E-mails

- Logo at bottom of 12 promotional Fundraising Day e-mail blasts

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In addition to the aforementioned benefits, the following custom activation opportunity is available:

Award Sponsor for the Outstanding New Fundraising Professional Award

- Logo on award
- Present the award to the recipient at the podium

Charging Station

- Charging station at sponsor's booth or placed strategically throughout the exhibitor hall
- Logo on charging station
- Video can be played through the charging station

Sessions Sponsor – Five sessions

- Logo on podium sign in the session
- Opportunity for material distribution in session room
- Podium speaking opportunity at opening of relevant track event room

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Sponsorship Level: \$1,700

Hospitality

- (1) complimentary delegate registration
- Invitation to After Party

Marketing

- Logo on AFP Toronto website with link to sponsor website

On-site recognition

- Complimentary exhibitor space
- Logo recognition on screens throughout venue
- Logo recognition on event signage
- Logo recognition in the Fundraising Day app

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In addition to the aforementioned benefits, the following custom activation opportunity is available:

Breakfast and Coffee Breaks

- Table signage at breakfast and 2 coffee break stations

OR

Water Stations

- Signage on top of the water cooler

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Sponsorship Level: \$1,200

Hospitality

- (1) complimentary delegate registration
- Invitation to After Party

Marketing

- Logo on AFP Toronto website with link to sponsor website

On-site recognition

- Complimentary exhibitor space
- Logo recognition on screens throughout venue
- Logo recognition on event signage
- Logo recognition in the Fundraising Day app

Roll-up banners

- Logo on 4 roll-up banners throughout venue

Thank You!

For more information please e-mail Cynthia Quigley at cquigley@afptoronto.org or call us at 416-941-9212.

#FD2019 #FD25Years



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