Your invitation to sponsor AFP Congress 2019

Thank you for your interest in partnering with the Association of Fundraising Professionals (AFP) Greater Toronto Chapter. Each year, AFP Greater Toronto Chapter is host to an engaging and thought provoking, three-day conference entitled AFP Congress. Fundraisers rely on educational events like Congress and its Exhibitor Showcase to keep abreast of new developments in their profession and learn about the many new products and services that help them become more effective fundraisers.

AFP Greater Toronto Chapter is built upon a loyal community of fundraising professionals and we rely on our corporate partners to enhance the event experience and ensure the success of Congress. We appreciate you giving AFP Greater Toronto Chapter the opportunity to share some of the ways in which your company could partner with AFP Congress in 2019. I understand how important it is for you to reach new audiences and consumers with meaningful and impactful interactions and hope we can find the perfect solution for you at Congress.

Outlined below are some of the AFP Congress assets that we believe are a strong fit for your company. Please note that recognition benefits associated with our sponsorships are customizable, as we are aware that each company has different needs and priorities related to how they are recognized as a sponsor.

I look forward to your thoughts on this proposal and look forward to working with you on AFP Congress 2019. Thank you in advance for your time and consideration.

Sincerely,

Cynthia Quigley
Director AFP Canadian Services and AFP Greater Toronto Chapter
416-941-9212 | Toll Free: 1-800-796-7373
Email: cquigley@afptoronto.org
About The Association of Fundraising Professionals (AFP)
The Association of Fundraising Professionals (AFP) was established in 1960. It represents over 37,000 members in 240 chapters in Canada, the United States, Mexico, and China, and works to advance philanthropy through advocacy, research, education, and certification programs. The Greater Toronto Chapter was established in 1994 and is the largest chapter in the world with 1,200+ members. www.afptoronto.org

About AFP Congress 2019
Date: Monday, November 25 – Wednesday, November 27, 2019
Location: Metro Toronto Convention Centre
Highlights:
- 88 educational seminars and workshops attract fundraisers of all levels, from those new to fundraising, to seasoned practitioners, to senior management and decision makers.
- Exhibitor Showcase features more than 55 companies that support and serve the fundraising sector.
- Philanthropy Awards Luncheon celebrates and recognizes the outstanding leadership and financial support of a very special group of Canadians.

Partnership Benefits
AFP Congress is a unique way to intimately connect with the non-profit sector, while supporting your corporate marketing objectives.

This package includes multiple levels of sponsorship opportunities for AFP Congress 2019. The menu below outlines the activation and recognition opportunities associated with each level of sponsorship. Please note, AFP Greater Toronto Chapter will work with you to create a custom agreement based on your company’s selection.

Partnering with AFP Congress can:
- Increase brand awareness
- Strengthen your company’s leadership position in the sector
- Establish and improve customer relations
- Connect with decision makers in your target market
- Differentiate your brand from your competitors
Presenting Sponsor: $15,000

Enjoy the highest level of treatment and exclusivity in addition to experiencing all the conference has to offer. The Lead Presenting Partner enjoys the greatest promotional exposure during the 3-day conference and the opportunity to have your name attached to one of AFP Greater Toronto Chapter’s premier professional development conferences for non-profit leaders.

Hospitality
- 6 complimentary delegate registrations
- Acknowledgement as a presenting sponsor in the Awards program
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions
- Invitation to the Pre-Luncheon reception to meet past & present award winners
  Luncheon on Wednesday November 27th
- Reserved table of 8 at the AFP Philanthropy Awards Luncheon

Marketing
- Access to delegates list, both pre and post-conference with e-mail addresses and phone numbers
- Customized social media engagement & recognition
- Full page congratulations template in Awards program
- Full page ad in Delegate’s Notebook
- Link on the Chapter’s website with logo recognition on Congress website header
- Logo in all email marketing for event as Presenting Sponsor
- Logo recognition as Congress presenting sponsor on the home page on the right sidebar
- Logo recognition on Congress website located on the right sidebar
- On-line Directory - Complimentary Gold Banner advertisement for one year – will be a rotating banner on the home page of AFP Greater Toronto Chapter website
- On-line Directory - Listing in three different supplier categories for one year

On-site recognition
- Acknowledgement as a presenting Congress sponsor by the President at the podium
- Booth in prominent location (1st company to select)
- Logo display on 4 welcome roll-up banners
- Logo on all Chapter website pages as Presenting Sponsor of Congress
- Logo recognition in Delegate Notebook as Presenting Sponsor
- Logo recognition in the Congress app as Presenting Sponsor
- Banner advertisement in the Congress app
- Logo recognition on onsite signage as Presenting Sponsor
- Opportunity to deliver a co-presentation with a client. The Congress Education Chair will approve the session description before it is posted and promoted
- Signage at booth – will say Presenting Sponsor
Sponsor: $7,000

Hospitality
- 5 complimentary delegate registrations
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions

Marketing
- Access to delegate list - pre-and-post - includes email addresses with permission
- Congratulations template in Awards program
- Full page ad in Delegate’s Notebook
- Link on AFP Greater Toronto Chapter’s website
- Three Twitter recognitions

On-site recognition
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in Delegate’s Notebook

1. Networking Lounge - $7,000
- Includes all Hospitality, Marketing and On-site recognition benefits listed above
- Material distribution on the tables on the 4 corners of the area
- AFP to supply seating area in each corner of the networking lounge
**Sponsor: $6,800**

**Hospitality**
- 5 complimentary delegate registrations
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions

**Marketing**
- Access to delegate list - pre-and-post - includes email addresses with permission
- Congratulations template in Awards program
- Full page ad in Delegate’s Notebook
- Link on AFP Greater Toronto Chapter’s website
- Three Twitter recognitions

**On-site recognition**
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in Delegate’s Notebook

Choose from 1 or more of the following activation opportunities:

1. **Delegate Experience - $6,800** – Sponsored by Blakely Inc.
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo placement in both Exhibit Hall C men’s and women’s washrooms
   - Opportunity for distribution of toiletries in both men’s and women’s washrooms in Hall C
   - Opportunity for a “loot bag” to be handed to the delegates near the Registration Desk in Exhibit Hall C

2. **Wi-Fi Sponsor - $6,800**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on splash page
   - Login password will be company name
   - Wi-Fi will be accessible in Hall C and the 11 Break Out Rooms

3. **Red Track - $6,800** – Sponsored by Offord Group
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on podium in relevant track event room
   - Logo recognition on digital signage outside Red Track rooms
   - Opportunity for material distribution in track event room (16 sessions)
   - Podium speaking opportunity- introduction at opening
   - Will be introduced and thanked at each Red Session
**Sponsor: $5,800**

**Hospitality**
- 3 complimentary delegate registrations
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions

**Marketing**
- Access to delegate list - pre-and-post - includes email addresses with permission
- Congratulations template in Awards program
- Full page ad in Delegate’s Notebook
- Link on AFP Greater Toronto Chapter’s website
- Two Twitter recognitions

**On-site recognition**
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in Delegate’s Notebook

**Choose from 1 or more of the following activation opportunities:**

1. **Opening Plenary - $5,800** – Sponsored by KCI
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Complimentary reserved table at the opening plenary for 10
   - Introduction at event
   - Logo on podium in event room
   - Podium speaking opportunity
   - Material distribution

2. **Closing Plenary - $5,800**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Complimentary reserved seating in the front row of the theatre at the closing plenary for 10 on Wednesday morning
   - Introduction at event
   - Logo on podium in event room
   - Podium speaking opportunity
   - Material distribution

3. **Delegate Notebook - $5,800**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on all even-numbered pages in Delegate Notebook
   - Full-page advertisement on the back cover of the Delegate Notebook
**Sponsor: $5,800**

**Hospitality**
- 3 complimentary delegate registrations
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions

**Marketing**
- Access to delegate list - pre-and-post - includes email addresses with permission
- Congratulations template in Awards program
- Full page ad in Delegate’s Notebook
- Link on AFP Greater Toronto Chapter’s website
- Two Twitter recognitions

**On-site recognition**
- Complimentary exhibitor space
- Logo recognition on screens & event signage
- Logo recognition in the Congress app and the Delegate Notebook

Choose from 1 or more of the following activation opportunities:

1. **Yellow Track Sponsors (Sponsorships available x 16 sessions) - $5,800 – First sponsor Donor Perfect Canada**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on podium in relevant track event room
   - Logo recognition on digital signage outside Red Track rooms
   - Podium speaking opportunity - introduction at opening and thanked at the end
   - Opportunity for material distribution in track event room (16 sessions)

2. **Congress Event App - $5,800**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo recognition in e-mails to encourage delegates to download app
   - Pop-up Splash screen in the app and Logo recognition in the application
   - Signage placed in 6 session rooms to remind people to download the app
   - Sponsor’s booth designated during the morning and afternoon breaks on first day as a place for people to convene to learn how to get more out of the application and share feedback
   - Banner advertisement in the Congress app

3. **Tuesday Plenary Lunch - $5,800**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Complimentary reserved table at the Tuesday Lunch plenary for 10
   - Introduction at event
   - Logo on podium in event room
   - Podium speaking opportunity and Material distribution
Sponsor: $5,000

Hospitality
- 2 complimentary delegate registrations
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions

Marketing
- ½ page ad in Delegate’s Notebook
- Access to delegate list - pre-and-post - includes email addresses with permission
- Link on AFP Greater Toronto Chapter’s website

On-site recognition
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in Delegate’s Notebook

Choose from 1 or more of the following activation opportunities:

1. **Green Track Sponsor (Sponsorships available x 12 sessions) - $5,000**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on podium in relevant track event room
   - Podium speaking opportunity- introduction at opening
   - Opportunity for material distribution in track event room (12 sessions)
   - Will be introduced and thanked at the 12 sessions

2. **Name Badges and Lanyards Sponsor - $5,000 – Sponsored by Global Philanthropic**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on delegate name badges and lanyards
   - Choice of colour, design on lanyards

3. **Receptions: President’s (Tuesday) and Philanthropy Awards Pre-Lunch (Wednesday) - $5,000**
   - ½ page advertisement in the delegate notebook
   - 2 Conference attendance badges (includes all meals)
   - Complimentary exhibitor booth (10’ x 10’ piped and draped)
   - Introduced and thanked at the reception
   - Logo recognition in the Awards program
   - Logo and acknowledgement on e-mail blasts to promote the reception
   - Logo placement on podium (if there is a podium) in sponsored event room
   - Opportunity for representative to speak from the podium at the reception
   - Sponsor presence/visibility at reception
Sponsor: $5,000

Hospitality
- 2 complimentary delegate registrations
- Invitation to President’s Reception, Speaker’s and Delegate’s Receptions

Marketing
- ½ page ad in Delegate’s Notebook
- Access to delegate list - pre-and-post - includes email addresses with permission
- Link on AFP Greater Toronto Chapter’s website

On-site recognition
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in Delegate’s Notebook

Choose from 1 or more of the following activation opportunities:

1. **Monday Lunch - $5,000**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Complimentary reserved table at the Monday Lunch plenary for 10
   - Introduction at event
   - Logo on podium in event room
   - Podium speaking opportunity
   - Material distribution

2. **Coat Check - $5,000**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on 1 roll-up banner at coat check
   - Opportunity for staff to hand delegate giveaway/incentive at coat check
   - Provide artwork for the 1 roll-up banner that will be displayed at the coat check

3. **Delegate Reception Sponsor - $5,000**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - 2 screens to run sponsor video/PowerPoint
   - Tabletop signage on food stations

4. **Coffee Breaks Sponsor - $5,000 – Sponsored by Blue North Strategies**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Presence at the coffee breaks (i.e. pour coffee for delegates)
   - Table top signage at coffee break stations (5 breaks)
**Sponsor: $4,400**

**Hospitality**
- 2 complimentary delegate registrations
- Invitation to President’s, Speaker’s and Delegate’s receptions

**Marketing**
- Link on AFP Greater Toronto Chapter’s website
- ½ page advertisement in the delegate notebook

**On-site recognition**
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in Delegate’s Notebook

**Choose from 1 or more of the following activation opportunities:**

1. **Photo Booth and Professional Profile Pictures - $4,400**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Signage at both locations
   - Logo on inside front cover of folder
   - Photo pick up at sponsor’s booth
   - Sponsor logo on email with digital photo attachment for profile pictures

2. **Breakfast Sponsor - $4,400**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Table top signage at breakfast stations (3 breakfasts)
   - Presence at Breakfast (i.e. pour coffee for delegates)

3. **Congress Website - $4,400**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Company banner with link to company website on each page of Congress website

4. **Congress Promotional E-mails - $4,400**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo at bottom of all promotional Congress e-mail blasts
   - Logo at bottom of all e-mails going to the delegates
   - Key message can be underneath the logo
Sponsor: $3,800

Hospitality
• 1 complimentary delegate registration
• Invitation to President’s, Speaker’s and Delegate’s Receptions

Marketing
• Link on AFP Greater Toronto Chapter’s website

On-site recognition
• Complimentary exhibitor space
• Logo recognition on screens
• Logo recognition on event signage
• Logo recognition in the Congress app
• Logo recognition in the Delegate’s notebook

Choose from 1 or more of the following activation opportunities:

1. Registration Desk - $3,800 – Sponsored by JMG Solutions
   • Includes all Hospitality, Marketing and On-site recognition benefits listed above
   • Banner recognition at registration desk

2. Receptions: Speakers & Delegate’s Reception (Sunday) - $3,800
   • Includes all Hospitality, Marketing and On-site recognition benefits listed above
   • Introduction at the 2 receptions by the Chair of Congress
   • Logo on e-blasts to promote the receptions
   • Speaking opportunity to welcome guests
   • Sponsor presence/visibility at receptions

3. Tote Bag Sponsor - $3,800
   • Includes all Hospitality, Marketing and On-site recognition benefits listed above
   • Company sponsoring the Tote Bag to provide 1,000 to be shipped to the AFP Greater Toronto Chapter office prior to Friday November 17th
   • Tote bag will be given out at the registration desk when the delegates and speakers arrive
   • Tote bags left over will be given to each exhibitor booth and/or given to the sponsoring company to hand out at their booth
   • Opportunity for material distribution in the tote bag
   • AFP logo will be provided and must appear on the tote bag and final artwork must be approved before going to print
Sponsor: $3,200

Hospitality
- 1 complimentary delegate registration
- Invitation to President’s Reception (Tuesday), Speaker’s and Delegate’s Receptions (Sunday)

Marketing
- Logo recognition in delegate’s notebook
- Link on AFP Greater Toronto Chapter’s website

On-site recognition
- Complimentary exhibitor space
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app

Choose from 1 or more of the following activation opportunities:

1. **Charging Stations - $3,200** – Sponsored by PearTree Financial Services
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo or company video on charging stations
   - 2 Charging stations located at sponsor’s booth or at another designated area

2. **Twitter Board - $3,200** – Sponsored by BAS Solutions
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Booth (prominent location)
   - Logo and branding on digital Twitter boards
   - Recognition on blog post

3. **Water Cooler Sponsor - $3,200** – Sponsored by THINK Canada Limited
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - 6 water coolers either spread over the exhibitor hall or in the booth or both for 2 days
   - Signage on top of the water coolers

4. **Social Outing on Monday and Tuesday night following receptions - $3,200 each**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo recognition in promoting the event in all e-mail marketing materials
   - Logo recognition in promoting the event through social media
**Sponsor: $1,700**

**Hospitality**
- 1 complimentary delegate registration
- Invitation to President’s Reception (Tuesday), Speaker’s and Delegate’s Receptions (Sunday)

**Marketing**
- Link on AFP Greater Toronto Chapter’s website

**On-site recognition**
- Logo recognition on screens
- Logo recognition on event signage
- Logo recognition in the Congress app
- Logo recognition in delegate’s notebook

1. **Roll-Up Banner Sponsor - $1,600**
   - Includes all Hospitality, Marketing and On-site recognition benefits listed above
   - Logo on 4 roll-up banners throughout venue

I look forward to your thoughts on this proposal and look forward to working with you on AFP Congress 2019. Please feel free to reach out to me if you have any questions or would like to discuss further in more detail. Thank you in advance for your consideration.

Sincerely,

Cynthia Quigley
Director AFP Canadian Services and AFP Greater Toronto Chapter
416-941-9212 | Toll Free: 1-800-796-7373
Email: cquigley@afptoronto.org