



SPONSORSHIP PROGRAM 2024



The Association of Fundraising Professionals of Greater Baton Rouge aims to stimulate a world of generosity and positive social good for our region through ethical fundraising. Your sponsorship will empower individuals and organizations through professional education, networking, research and advocacy.

For more information on sponsorship opportunities,
please contact: Tammy V. Abshire, CFRE, Chapter Administrator
(337) 501-5696 - afpbatonrouge@gmail.com

About Us

In 1989, the National Society of Fundraising Executives Greater Baton Rouge Chapter was founded by Brother Donnan Berry and a few area fundraisers including Michael Acaldo, Emily DiStefano, Gwen Fairchild, Jane Henslee, Stephanie Maxwell, Quinn Rainwater and Carl Stages. Brother Donnan sought the support of area philanthropists John Barton, Sr., John and Virginia Noland, Mary Frey Eaton and others. Only a handful of organizations had dedicated development staff at that time.

In 2001, the organization that promotes ethical fundraising, advances philanthropy throughout the community, and provides professional education to members, changed its name to the Association of Fundraising Professionals. The chapter currently has over 130 members from nearly 80 member organizations. AFP International's highest chapter award, the Ten Star Gold Award, recognizes exemplary standards in chapters, and has been awarded to the Greater Baton Rouge Chapter every year to the chapter since its inception.

The Association of Fundraising Professionals (AFP) Greater Baton Rouge has been named a 2023 Ten Star GOLD Chapter, offering members the opportunity to connect with colleagues, engage in creative thinking, network with new friends and achieve great results in their work.

Every year, AFP, the largest association of professional fundraisers in the world, honors chapters for achieving goals that align with key objectives in its long-range strategic plan. Chapters receive the Ten Star GOLD Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy.

Less than 20 percent of AFP's 243 chapters earn the Ten Star Gold Chapter recognition, making the AFP of Greater Baton Rouge one of the association's leading chapters around the world.

**OVER 130 ENGAGED
MEMBERS**

**80 ORGANIZATIONS
REPRESENTED**



Annual Sponsorship Program

The Association of Fundraising Professionals (AFP) is proud to offer annual sponsorship packages for any organization's budget, with maximum year-long exposure and customizable options, allowing you to select the best add-ons to meet your organization's goals. AFP continues to grow in membership management and educational programming. We hope you consider partnering with AFP to amplify the impact of mission-driven nonprofits in the Greater Baton Rouge Area and empower fundraisers to be change agents in philanthropy.

With your partnership, we can amplify the impact of mission-driven nonprofits in the Greater Baton Rouge area and empower fundraisers to be change agents in the philanthropy. As a partner, you will support the Greater Baton Rouge chapter with:

- delivering innovative educational programs and events to help fundraisers reach their goals
- being a link to professional networking luncheons; round table sessions; programs for advanced executives, mid-career professionals, and those new to the field
- opportunities for volunteering within our community
- sponsoring our signature National Philanthropy Day Awards Luncheon, and much more!



Partner with us to:

Enhance Professional Development

Invest in Emerging Leaders

Celebrate Philanthropy

Enhance Professional Development

The Association of Fundraising Professionals (AFP) hosts monthly chapter meetings and professional development sessions for members and guests. Partners who choose to enhance professional development will receive complimentary lunch and registrations, recognition and the opportunity to provide welcoming remarks.

- **Tuesday, February 6th**
- **Tuesday, March 12th**
- **Tuesday, April 9th**
- **Tuesday, May 14th**
- **Tuesday, June 11th**
- **Tuesday, July 9th**
- **Tuesday, August 13th**
- **Tuesday, September 10th**
- **Tuesday, October 8th**
- **Tuesday, December 10th**

Invest in Emerging Leaders

The AFP Greater Baton Rouge's Mentoring Program is an excellent resource for new and experienced development professionals that enhances and broadens the professional's knowledge, skills set and success in the field of philanthropy. The application process takes place each spring.

The goal of the program is to develop future leadership within the field of philanthropy, within the Greater Baton Rouge Chapter and to enhance Mentor/Mentee professional achievement level. AFP works to:

- strengthen the skills of the Mentee and support professional and career development by identifying and working on specific areas of her or his skills.
- enhance the professional abilities of the Mentors through their efforts in guiding, sharing, and coaching.
- foster collegial relationships between seasoned development professionals and those new to the field.
- provide mid-level professionals with the opportunity to expand their skill set to new areas of development and leadership.

Celebrate Philanthropy

AFP hosts an annual National Philanthropy Day Awards Luncheon that recognizes outstanding philanthropists and fundraisers in our community. By sponsoring the 2024 National Philanthropy Day Awards Luncheon, you are reinvesting in our community to ensure our chapter can provide high-quality professional opportunities and education. You are helping cultivate and steward a community of ethical fundraisers and philanthropists whose core mission is to elevate the lives of the citizens of the Greater Baton Rouge region.

Sponsorship Program Menu

Premier - \$5,000 - Chapter Champion

- Exclusive Recognition as the Presenting Sponsor of the 2024 National Philanthropy Day Awards Luncheon
- (2) Complimentary and Reserved Tables at the 2024 National Philanthropy Day Celebration
- Premier Logo recognition in the 2024 National Philanthropy Day Awards Luncheon digital and printed materials
- Company Impact Slide in the Event Slideshow
- Premium onsite event branding at all in-person chapter events
- Premium Logo Recognition on chapter publications including monthly newsletters and website
- Digital (Logo) and Verbal Recognition during chapter events as a Chapter Champion
- Complimentary membership (if applicable) or allocation towards chapter member scholarship

Building Futures - \$2,500 - Chapter Champion

- Opportunity to sponsor a unique portion of the 2024 National Philanthropy Day Awards Luncheon
- Complimentary Registration for one attendee to attend up to (2) AFP Chapter Meetings
- (1) Complimentary and Reserved Table at the 2024 National Philanthropy Day Awards Luncheon
- Logo recognition in the 2024 National Philanthropy Day Celebration digital and printed materials
- Company Impact Slide in the Event Slideshow
- Logo Recognition on chapter publications including monthly newsletters and website
- Digital (Name) and Verbal Recognition during chapter events as a Chapter Champion

Providing Hope - \$1,000 - Chapter Champion

- Complimentary Registration for one to attend up to (2) AFP Chapter Meetings
- (1) Complimentary and Reserved Table at the 2024 National Philanthropy Day Awards Luncheon
- Name recognition in the 2024 National Philanthropy Day Awards Luncheon digital and printed materials
- Company Impact Slide in the Event Slideshow
- Name Recognition on chapter publications including monthly newsletters and website
- Digital (Name) and Verbal Recognition during chapter events as a Chapter Champion

Sponsorship Program Menu

Helping Hands - \$750

- (5) Reserved Tickets (half table) at the 2024 National Philanthropy Day Awards Luncheon
- Name recognition in the 2024 National Philanthropy Day Celebration digital and printed materials
- Company Impact Slide in the Event Slideshow
- Name Recognition on chapter publications including monthly newsletters and website

Humanitarian - \$500

- (5) Reserved Tickets (half table) at the 2024 National Philanthropy Day Awards Luncheon
- Name recognition in the 2024 National Philanthropy Day Celebration digital and printed materials
- Name Recognition on chapter publications including monthly newsletters and website

Monthly Meeting Sponsor - \$500

The Association of Fundraising Professionals (AFP) - Baton Rouge hosts monthly chapter meetings and professional development sessions for members and guests. Partners who choose to enhance professional development will receive complimentary registrations, recognition and the opportunity to provide welcoming remarks at their sponsored meeting.

Mentorship Sponsor - \$100

Each month the chapter provides a mentorship opportunity for members. Partners who sponsor this portion of the monthly meeting will receive recognition and the opportunity to provide welcoming remarks.

NPD Impact Slide - \$100

Highlight the work your organization does in our community in a room of nearly 300 professionals! Use this opportunity to celebrate, advertise, or share the successes of your work and colleagues have in the Greater Baton Rouge Area on our continuous slideshow shown at the 2024 National Philanthropy Day Awards Luncheon. Share your stories, programs, volunteers, work-a-versary, donor outreach, promotions.

Newsletter Advertisement- \$50

The Association of Fundraising Professionals (AFP) - Baton Rouge sends monthly newsletters to chapter members and supporters of AFP. Your organization or business can purchase a \$50 ad to be included in (1) monthly newsletter.

Join Us in Partnership

Scan the QR code to become a sponsor.

**Sponsorship Deadline:
Friday, October 3, 2024**



afpbatonrouge.ejoinme.org/2024Sponsor



For more information on sponsorship opportunities, please contact:
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