



November 4th, 2016



Renaissance Hotel
24 Public Square
Cleveland, OH 44113

Resource Partner Opportunities

What Is National Philanthropy Day (NPD)?

National Philanthropy Day (NPD) is an annual celebration of the outstanding and important work of philanthropists and volunteers. It is a day of inspiration and gratitude, an opportunity for nonprofit organizations and their partners to formally recognize leaders who work tirelessly to make our community a better place.

Why be a resource partner?

AFP Greater Cleveland is greater Cleveland's leading champion of philanthropy as a force for building community and the go-to resource for fundraisers and the host of our local NPD celebration. AFP Greater Cleveland members represent a multitude of organizations including health and human services, education, religion, the arts, and consulting firms. Sponsorship of National Philanthropy Day offers exposure in marketing materials and email communications to over 2,400 and puts your brand in front of thousands of nonprofit organizations operating in Northeast Ohio. No other organization or local event helps you reach this select market.

Key Demographics:

Members: 380+; 32,000 international members
Database: 2400 Northeast Ohio nonprofit professionals
Website Visits annually: 14,000/month 168,000/year
Facebook Likes: 125
LinkedIn connections: 136
Twitter Followers: 1000+
Active email addresses: 1,500+
Education Programs: 500+
National Philanthropy Day Attendees: 600-800

AFP utilizes our network of members and nonprofit organizations so our partners receive shared value through online and onsite marketing opportunities. *(See the NPD Benefits Explanation for details.)*





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National Philanthropy Day (NPD) Benefits Explanation

The following benefits are included with all resource partner sponsorship packages:

NPD Ticket – Admission to NPD Celebration includes presentations, awards ceremony and lunch

Listing in *Community Leader* (publication of *Cleveland Magazine*)* November NPD Feature – Your organization will be listed and distributed to 350,000+ *Cleveland Magazine* readers and all NPD event attendees.

Listing on AFP Chapter website – Company name listed on the AFP Chapter website for 1 year.
Average monthly visits: 14,000

Listing in NPD presentation – Company name listed in slides looped throughout lunch prior to awards presentations

Listing in NPD Event program – Company name listed in event program distributed to 600-800 attendees.

NPD Guest List – Name, organization and email address for all NPD attendees (600-800 attendees)

Additional benefit options:

Vendor Table – 8x10 skirted table outside the entrance to the NPD event. This is your chance to present your product or service in person, network with attendees, and generate warm leads.

1/8 Page Ad in *Community Leader* (publication of *Cleveland Magazine*)* November NPD Feature:
The supplement is a guide to AFP's National Philanthropy Day. It highlights member organizations and showcases the 2016 Honor Roll of Philanthropy and this year's NPD Award Recipients. Put your ad in front of 350,000+ readers and 2016 NPD event attendees. Dimensions are 3.625 x 2.375, 4 color ad.

AFP social media postings – Get your content in front of a broader social audience. AFP Cleveland will promote an article or offer to its audience of over 2,000 fundraising professionals via

- 1 Facebook post (220 followers)
- 1 LinkedIn post (675 connections)
- 3 Tweets (1,300+ followers)

1 Article in Flash Traffic – One article featured in the bi-weekly e-newsletter distributed to 1600+ contacts. Position your company or organization as a thought-leader and drive traffic to the website or landing page of your choice.

**COMMUNITY LEADER is a publication of CLEVELAND MAGAZINE which has 218,000+ readers, 67,000+ online visitors, 47,000+ social media followers, and 7,300+ email newsletters subscribers. 32,504 CVC audited circulation, 218,687 monthly readership, and 3,013 monthly newsstand sales.*



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Sponsorship Agreement

Step 1: Select your National Philanthropy Day[®] participation level:

\$1,200 – Resource Partner 8-guest Table

- 1 Table (8 guests) to luncheon
- Listing in *Community Leader** November NPD Feature (350,000+ readers)
- Listing on AFP Chapter website
- Listing in NPD Presentation
- Listing in NPD Event Program
- NPD attendee list
- Website promoted via AFP social media posts

And Pick 1:

- 1 Article in Flash Traffic
- 1 Vendor Table at NPD
- 1/8 page ad (3.625 x 2.375, 4 color) in *Community Leader** November NPD Feature

\$750 – Resource Partner Listing

- Listing in *Community Leader** November NPD Feature (350,000+ readers)
- Listing on AFP Chapter website
- Listing in NPD Presentation
- Listing in NPD Event Program
- NPD attendee list
- Website promoted via AFP social media posts

And Pick 1:

- 1 Article in Flash Traffic
- 1/8 page ad (3.625 x 2.375, 4 color) in *Community Leader** November NPD Feature

\$895 – Resource Partner Table w/ Supplement Ad

- 2 guests to luncheon
- Listing in *Community Leader** November NPD Feature (350,000+ readers)
- Listing on AFP Chapter website
- Listing in NPD Presentation
- Listing in NPD Event Program
- 1 Vendor Table at NPD
- NPD attendee list
- 1/8 page ad (3.625 x 2.375, 4 color) in *Community Leader** November NPD Feature

\$500 – Resource Partner Table

- 2 guests to luncheon
- Listing in *Community Leader** November NPD Feature (350,000+ readers)
- Listing on AFP Chapter website
- Listing in NPD Presentation
- Listing in NPD Event Program
- 1 Vendor Table at NPD
- NPD attendee list

*** COMMUNITY LEADER is a publication of CLEVELAND MAGAZINE**

Step 2: Provide Contact Information:

Contact Name: _____

Name of Company or Organization: _____

Mailing Address: _____

Contact Phone: _____ Contact Email: _____

Media/PR Contact: _____ Email: _____

Recognition

Name of your organization **as it is to appear in the event literature** and PR Materials:

Payment Information

TOTAL DUE: \$ _____

- My check made payable to Association of Fundraising Professionals is enclosed.
Mail check and form to: AFP Greater Cleveland Chapter, 4036 Center Road, Suite B, Brunswick, OH 44212
- I prefer to pay by credit card. Please contact me for payment details.
- Please invoice me.

PLEASE SEND COMMITMENT and LOGO BY AUGUST 1, 2016

PLEASE RETURN FORM TO:

AFP Greater Cleveland Chapter
4036 Center Road, Suite B, Brunswick, OH 44212
Fax: (216) 803-9900

Questions? Please call (216) 696-1613 or e-mail admin@afpcleveland.org

COMMUNITY LEADER

NORTHEAST OHIO'S VOICE FOR COMMUNITY PROGRESS

SCOPE & PURPOSE

Q. What is this publication about?

A. *Community Leader* is a magazine that will be Northeast Ohio's voice for community progress. It is about those who are participating in Northeast Ohio's transformation. *Community Leader* will do profiles on those leading these great organizations. It will provide stories on the impact they are having. It will help spread the mission of their work. It will thank those who make it possible. It will demonstrate how these groups work together to make our community better.

Q. What is the message of *Community Leader*?

A. *Community Leader* will spotlight and raise awareness for the mission of community-focused organizations, individuals and businesses that are engaged in these efforts. Our goal is for that awareness to drive increased support and understanding for those organizations so they can continue to grow the reach and effectiveness of their organization.

Q. Who will read this publication?

A. *Community Leader* is targeted at leaders of businesses, non-profits, health care organizations, schools, trade groups, civic organizations, government, foundations and engaged citizens of Northeast Ohio who are shaping its future.

We will reach this audience by distributing *Community Leader* with *Cleveland Magazine* and to previous *Inside Business* subscribers, reaching engaged citizens looking for the best this community has to offer. They are key influencers and opinion leaders in our region.

Q. Will there be a digital component?

A. Yes, there will be a dedicated pillar for this content on ClevelandMagazine.com, a digital edition and electronic reprints for distribution for our partners.

Q. Why does Cleveland need this publication?

A. We believe Northeast Ohio is entering a new era. The region is reinventing itself as a new age metropolitan community, but there are still many challenges we must overcome for our community to reach its full potential.