

Partnership Opportunities 2022-2023

Why Partner with AFP Greater Cleveland?

AFP Greater Cleveland is greater Cleveland's leading champion of philanthropy as a force for building community and the **go-to resource for fundraisers**. AFP Greater Cleveland members represent a multitude of organizations including health and human services, education, religion, the arts, and consulting firms. Sponsorship of the AFP Greater Cleveland Chapter offers a year-long engagement with visibility at chapter educational and networking programs plus exposure in marketing materials and email communications to over 2,600 contacts through weekly publications and a strong web presence. Sponsorship opportunities make it possible for you to reach our membership base and thousands of nonprofit organizations operating in Northeast Ohio. **No other organization reaches the selective market we reach.**

AFP utilizes our network of members and nonprofit organizations so partners receive shared value through online and onsite marketing opportunities.

(See the sponsorship matrix for specific benefits)

Visibility

- Recognition & signage at signature chapter events
 - o National Philanthropy Day®
 - o Professional Education Programs and Seminars
 - o Networking Events
 - o Giving USA
 - o Member Appreciation & Annual Meeting

Access

- Brand promotion to philanthropic community through AFPGC communications
 - o E-newsletters (published bi-weekly)
 - o Social Media (Twitter, Facebook, LinkedIn, Instagram)
 - o Member E-blasts/Announcements [monthly]
 - o Press Release/Media Kit
 - o AFPGC website hyperlinks
- Complimentary AFP event passes

Connection

- Opportunity to place ads in the National Philanthropy Day® Program Book
- Market your message via e-blast through AFPGC greater Cleveland's extensive nonprofit contacts
- Support ethical education, training for fundraising professionals in greater Cleveland
- Celebrate Cleveland's philanthropic history

Developing the next generation of Northeast Ohio's Fundraisers. The need to raise funds for worthy organizations in our communities has never been higher. The number of professionals retiring from key fund development positions has never higher as well. AFPGC is the leading organization providing direction, leadership and professional development to those that will be taking the torch to keep our communities strong over the next 5 to 10 years.

Key Demographics

- Members:** 350+ locally; Representing over 200 organizations and 32,000 international members
- Database:** 3,000 Northeast Ohio nonprofit professionals
- Annual Website Visits:** 14,000/month; 168,000/year
- Facebook Likes:** 500+
- LinkedIn Connections:** 180+
- Twitter Followers:** 1,600+
- Instagram Followers:** 600+
- Active Email Addresses:** 2,600+
- Education Programs:** 500+
- National Philanthropy Day® Attendees:** 300

Sponsorship/Partnership Opportunities

- Strategic Partner/Presenting NPD Sponsor: \$10,000
- Presenting Media Sponsor: \$10,000
- Major Chapter and NPD Sponsor: \$5,000
- Customized Signature Sponsor: \$5,000
- Supporting Chapter and NPD Sponsor: \$2,500
- Individual Program Sponsor: \$500 - \$1,000
- NPD Resource Partner: \$600