



AFRICAN-AMERICAN AFFINITY GROUP

2014 SPONSORSHIP PROPOSAL

KICK-OFF EVENT

TUESDAY, SEPTEMBER 23, 2014, 6:00 P.M. -8:00 P.M.

**21M Lounge and Outdoor Patio
2033 M Street NW
Washington, DC 20036**

The Association of Fundraising Professionals, Washington, DC Metro Area Chapter (AFP-DC) African-American Affinity Group is hosting its official kick-off event during the *Congressional Black Caucus Foundation's 44th Annual Legislative Conference in 2014*. Launched in spring 2014, the AFP-DC African-American Affinity (AAA) Group fosters diversity and engagement among local fundraising professionals of Black descent and African heritage. The affinity group's key objectives include providing professional development and mentorship, maximizing access to new and existing fundraising practices, and increasing visibility among Black and African-American fundraising professionals through communication, social media, and in-person events.

SPONSORSHIP OPPORTUNITIES

We welcome your financial support and visibility as an **AFP-DC African-American Affinity Group** sponsor enabling our network to provide a dynamic experience for first-time event attendees. E-mail and personal invitations will be sent to more than 550 AFP-DC members and shared virally with thousands more.

Prime Sponsor \$2,000: Prominent name and logo placement on all event materials plus all partner benefits as below. Sponsor representative to provide brief remarks at event (3-5 min. presentation), reserved table participation for up to five guests and all benefits outlined below.

Lead Sponsor \$1,000: Sponsor highlighted in host remarks. Opportunity to display print materials and/or to provide giveaways at kick-off event and recognition in September *The AFP DConnection* (e-newsletter with distribution to more than 1,000).

Partner Sponsor \$500: Sponsor highlighted in host remarks. Opportunity to display print marketing materials or provide giveaways at event.

Host Sponsor \$250: Sponsor highlighted in host remarks.

CONTACT INFORMATION

For questions about this event or the AFP-DC African-American Affinity Group, please contact one of the following volunteer leaders:

Ms. Bathsheba Philpott, CFRE
Director, Institutional Giving
The George Washington University
School of Medicine & Health Sciences
bphilpott@gwu.edu
(202) 994-6734

Mr. Isaac W. K. Thweatt
Director, Alumni Outreach
American University
thweatt@american.edu
(202) 885-5930



**AFP-DC African-American Affinity Group
2014 Sponsorship Proposal Form**

Sponsorship Information

Circle One Level: Prime Lead Partner Host
 \$2,000 \$1,000 \$500 \$250

Sponsor Name: _____
As it should appear in marketing or print

Contact Information

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

Company URL: _____

Payment Information

Full payment is required to begin sponsorship benefit fulfillment.

Amount: _____

Credit Card #: _____ Exp. Date: _____

Circle Card Type: Visa Mastercard American Express

Cardholder's Name: _____

Cardholder's Signature: _____

Return Information

Please return this completed form and payment to the AFP-DC support center:

AFP-DC
c/o Fernley & Fernley
100 North 20th Street, Suite 400
Philadelphia, PA 19103
(202) 524-6888
info@afpdc.org

To learn more about AFP-DC, please visit www.afpdc.org