



## VIRGINIA ASSOCIATION OF FUNDRAISING EXECUTIVES (VAFRE) 2014-2015 SPONSORSHIP GUIDELINES

### VAFRE's Mission

VAFRE is an inclusive membership organization devoted to providing educational programming, networking opportunities, and recognition for the nonprofit development professional.

### Sponsorship Criteria

A sponsor must be a business that has a vested interest in advancing philanthropy and have a product that would be useful or beneficial to the VAFRE membership. All potential sponsors must complete a sponsorship form and be approved by the Sponsorship Committee Chair. All sponsorships are payable on or before the date of the scheduled luncheon or workshop.

### **Luncheon Sponsors**

VAFRE luncheons occur on the first Tuesday of each month at Jefferson Lakeside Country Club (unless otherwise noted). The lunches begin at 11:30 a.m. and feature a variety of topics meaningful to VAFRE members. A list of luncheon topics to date is available; please ask a board member for details.

#### **\$1,000 Annual Luncheon Sponsor**

- All of the "Luncheon Sponsor" benefits listed below, plus:
- Recognition on VAFRE website, including sponsor's logo and link.
- Annual opportunity to greet guests from the podium and share brief message about your company. Meeting month to be mutually agreeable to VAFRE and the Annual Sponsor.
- Featured article in one monthly newsletter about your organization and your support of VAFRE.
- Ten complimentary seats at the meetings of your choice. (Opportunity to purchase additional seats at \$20.)
- Opportunity to send one e-mail communication to VAFRE members through VAFRE channels.  
(E-mail will be sent through VAFRE, and may contain special offers to members. VAFRE reserves the right to approve content before sending.)

#### **\$250 Luncheon Sponsor – (2 available per luncheon)**

- Recognition with logo in emailed notifications, reminders and the e-newsletter in the month prior of your sponsored meeting.
- At your sponsored luncheon:
  - Opportunity to display promotional materials at a designated table.
  - Recognition by VAFRE President.
  - Opportunity to greet guests from the podium and share brief message about your company
  - Two complimentary seats. (Opportunity to purchase additional seats at \$20.)(Note, \$100 of your sponsor fee is taxable if you elect to address the group from the podium.)

### **Professional Partnership Program (P3) Sponsor**

This program provides VAFRE members a forum for extensive development of professional skills. A team of two or more highly seasoned and experienced volunteer leaders guide small groups of approximately five to seven participants.

#### **\$1,000 Sponsor – Exclusive**

- Year-round recognition as the exclusive sponsor in all online, print, and verbal promotions of P3. Promotion will include sponsor's logo and link.

### **E-Newsletter Sponsor**

The VAFRE member e-newsletter is distributed monthly to our contact list of over 850 individuals and features upcoming events, industry news, tips and other useful information.

#### **\$750 Sponsor – Exclusive**

- Prominent logo placement with link to your company website in each monthly newsletter for one year.

- Featured article in one monthly newsletter about your organization and your support of VAFRE.
- Recognition as E-Newsletter Sponsor on VAFRE's website, with logo and link.
- Recognition from the podium at the VAFRE Awards Luncheon.
- Four complimentary luncheon tickets to the meeting of your choice.

## **Workshop Sponsors**

VAFRE holds a special national workshop annually. This workshop (usually 8 a.m. – 2 p.m.) features a national speaker and attracts a large audience of VAFRE members, nonprofit leaders, staff and board members from community organizations. The 2015 workshop is scheduled for March 10<sup>th</sup>.

### **\$1,500 Signature Workshop Sponsor – Exclusive**

- All “Break Sponsor” benefits listed below, plus:
- Publicity on VAFRE website including organization logo and link.
- Logo on promotional materials.
- Logo and link to organization’s website on email notifications.
- Prominent signage at the workshop.
- Opportunity to greet guests from the podium and share brief message about your company. (Note, \$100 of your sponsor fee is taxable if you elect to address the group from the podium.)
- Four complimentary seats. (Opportunity to purchase additional seats at \$30.)

### **\$750 Break Sponsor – (2 available per workshop)**

- Recognition with logo in e-mailed notifications, reminders and the e-newsletter in the month prior to your sponsored meeting.
- Recognition on promotional materials and signage at the workshop on break/buffet table.
- Opportunity to display promotional materials at a designated table.
- Recognition by session moderator.
- Two complimentary seats. (Opportunity to purchase additional seats at \$30.)

## **Annual Awards Luncheon Sponsors**

Each April, VAFRE's special awards luncheon recognizes two individuals who have excelled in serving their organizations and the nonprofit community. The Nina Abady Award is presented to recognize lifetime achievement in fundraising and the Rising Star Award is presented to an exceptional professional who has been working in the field for 5 years or less.

### **\$1,500 Presenting Sponsor – Exclusive**

- All “Award Winning Table” benefits, plus premier table placement with the event keynote speaker (2 tables/ 16 event tickets), publicity on VAFRE website (including your logo and link), prominent signage at the event, your logo on all promotional materials, your logo and link on all e-mail communications about the event, recognition in press releases and all print and online advertising for the event, and an opportunity to address the awards luncheon audience—2 minute presentation about your company and why you support VAFRE. (Note, \$100 of your sponsor fee is taxable if you elect to address the group from the podium.)

### **\$1000 Award Winning Table Sponsor—(2 available)**

- All “VIP Reception” benefits, plus premier table placement with the award winners (1 table/8 event tickets).

### **\$750 VIP Reception Sponsor--Exclusive**

- All “Table Sponsor” benefits, plus event program recognition, on-site powerpoint slide recognition, invitations to the VIP Reception, and opportunity to make remarks at the VIP reception

### **\$500 Table Sponsor- Multiple available**

- Priority seating for up to 10 guests (1 table) at the annual Awards Luncheon.
- Recognition from podium by VAFRE President
- Complimentary table centerpiece.