



VIRGINIA ASSOCIATION OF FUNDRAISING EXECUTIVES (VAFRE) SPONSORSHIP GUIDELINES

VAFRE Mission

To provide a network that supports and advances the philanthropic community across the Commonwealth of Virginia through education, mentoring, and leadership development.

Sponsorship Purpose

To advance philanthropy by building support from the business community and to provide opportunities to our membership to learn about services or products that would be beneficial to their organizations.

Sponsor Criteria

*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 and the nonprofit organizations represented. All potential sponsors must complete a sponsor form and be approved by the Program Committee Chair. **All sponsorships are payable on or before the date of the scheduled luncheon or workshop.***

Luncheon Sponsor

VAFRE Luncheons occur on the first Tuesday of each month at Jefferson Lakeside Country Club. These lunches (11:30 a.m. – 1:30 p.m.) traditionally attract VAFRE members and nonprofit leaders, as well as their staff and board members, giving the sponsor an opportunity to reach a broad audience of nonprofit professionals. A list of luncheon topics is available; please ask a board member for details.

\$1,000 Signature Luncheon Sponsor – Exclusive

- All of “Luncheon Sponsor” benefits listed below, plus
- Publicity on VAFRE website including organization logo and link
- Opportunity to speak – 2 minute presentation of what they do and why supporting VAFRE – or philanthropy – is important to them
- A total of two complimentary luncheons

\$500 Luncheon Sponsor – Limit 2 per Luncheon

- Recognition in emailed notifications and reminders
- Prominent signage at the luncheon meeting
- Ability to display promotional materials at a designated table
- Recognition by meeting chair
- One complimentary luncheon

Workshop Sponsor

VAFRE holds special Workshop sessions 2 - 3 times per year. These workshops (usually 8 a.m. – 2 p.m.) traditionally attract VAFRE members and other nonprofit leaders, as well as their staff and board members, giving the sponsor an opportunity to reach a broad audience of nonprofit professionals.

\$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 speak – 2 minute presentation of what they do and why supporting VAFRE – or philanthropy is important to them
- A total of two complimentary reservations

\$750 Break Sponsor – Limit 2 per Workshop

- Recognition in emailed notifications and reminders
- Recognition on promotional materials
- Signage at the workshop on break/buffet table
- Ability to display promotional materials at a designated table
- Recognition by session moderator
- One complimentary reservation

Annual Awards Luncheon Sponsor

In April of each year, VAFRE holds a special luncheon to recognize two individuals who have excelled in serving their organizations and the greater nonprofit community. VAFRE presents the Nina Abady Award to recognize lifetime achievement in fundraising, and the Rising Star Award to a nonprofit professional who has been working in the field for 5 years or less. This awards luncheon attracts VAFRE members and nonprofit leaders, as well as their staff and board members, giving the sponsor an opportunity to reach a broad audience of nonprofit professionals.

\$1,500 Awards Luncheon Sponsor - Exclusive

- 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 event
- Recognition in all press releases and print/online advertising for the event
- Recognition in event program
- Recognition from podium by event host
- Opportunity to address audience – 2 minute presentation of what they do and why organization supports the awards program
- Four complimentary reservations