



National Philanthropy Day®

Greetings!

The Association of Fundraising Professionals (AFP) West Michigan Chapter invites you to this year's National Philanthropy Day on Wednesday, November 12 at Frederik Meijer Gardens & Sculpture Park. We will host our Mini-Conference from 8:30-11:15 am, enjoy networking from 11:30 to noon, and begin the luncheon at noon which will feature our awards celebration.

National Philanthropy Day (NPD) is celebrated throughout the US and is an annual event in West Michigan where the community recognizes and honors the generosity and commitment of the leaders in the philanthropic community. This year marks our 39th annual event!

We would like to formally invite your organization to be among the sponsors making this special program possible. Your investment will allow our AFP chapter to continue advancing philanthropy through ongoing professional development, education scholarships, and networking programs throughout West Michigan communities.

Sponsorship opportunities are enclosed for your review. AFP is pleased to collaborate with *Crain's Grand Rapids Business* again this year to produce the annual 2025 Giving Guide publication. This unique collaboration allows for top level NPD sponsors to receive prominent advertising opportunities in the 2025 Giving Guide.

Thank you for considering this request and know that we appreciate all that you do to support and ensure the continued success of AFP West Michigan and its 200+ members. For more information on NPD, please visit our website at <https://afpwm.org/national-philanthropy-day/>. Please feel free to contact me at either (517) 618-1874 or jj@northstarreach.org if you have any questions and/or to confirm your support for 2025.

Sincerely,

J.J. Lewis, CFRE
Chair, National Philanthropy Day



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2025 Sponsorship Opportunities & Benefits

All sponsors will be listed in the National Philanthropy Day (NPD) digital program booklet and on the video screen during NPD. They will also be listed on the Association of Fundraising Professionals - West Michigan Chapter (AFP-WM) NPD webpage for one (1) year. Sponsors will also receive discounted tickets to the NPD Mini-Conference. Additional benefits are offered at each sponsor level:

TITLE SPONSOR (*exclusive!*)- \$10,000 investment

- Tickets for eight (8) guests to the NPD luncheon.
- 10 tickets to the NPD Mini-Conference.
- Organization logo on printed save-the-date cards (*if committed by Friday, February 28*).
- Build awareness for your organization and champion NPD simultaneously! Receive a one-page, four-color advertisement in the *Crain's Grand Rapids Business* November Giving Guide issue. Circulation to 5,000+ readers with bonus distribution to all guests at NPD. (*Commitment must be received by Friday, August 29*).
- Organization logo on electronic save-the-date cards and event invitations.
- Opportunity to provide a stand-up banner at the mini-conference and luncheon.
- Two (2) minutes to open a mini-conference session.
- Two (2) minutes to open the luncheon.
- Logo recognition on the AFP-WM homepage for the year (January - December, 2026).
- Logo recognition in AFP-WM eNewsletters for the year (January - December, 2026).

GRAND SPONSORS - \$5,000 investment

- Tickets for eight (8) guests to the NPD luncheon.
- Five (5) tickets to the NPD Mini-Conference.
- Organization logo on printed save-the-date cards (*if committed by Friday, February 28*).
- Build awareness for your organization and champion NPD simultaneously! Receive a one-page, four-color advertisement in the *Crain's Grand Rapids Business* November Giving Guide issue. Circulation to 5,000+ readers with bonus distribution to all guests at NPD. (*Commitment must be received by Friday, August 29*).
- Organization logo on electronic save-the-date cards and event invitations.
- Opportunity to provide a stand-up banner at the celebration.
- Logo recognition on the AFP-WM homepage for the year (January - December, 2026).
- Logo recognition in AFP-WM eNewsletters for the year (January - December, 2026).

LEADERSHIP SPONSORS - \$2,500 investment

- Tickets for six (6) guests to the NPD luncheon.
- Two (2) tickets to the NPD Mini-Conference.
- Organization name on electronic save-the-date cards and event invitations.
- Opportunity to provide a stand-up banner at the celebration.

PARTNER SPONSORS - \$1,000 investment

- Tickets for four (4) guests to the NPD luncheon.
- Organization name on electronic save-the-date cards and event invitations.

FRIEND SPONSORS - \$500 investment

- Tickets for two (2) guests to the NPD luncheon.



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2025 Sponsorship Commitment Form

Wednesday, November 12, 2024

8:30-1:30 pm

Frederik Meijer Gardens & Sculpture Park

YES, We/I would like to be a 2025 NPD Sponsor! (select level below)

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor (\$10,000) | <input type="checkbox"/> Grand Sponsor (\$5,000) |
| <input type="checkbox"/> Leadership Sponsor (\$2,500) | <input type="checkbox"/> Partner Sponsor (\$1,000) |
| <input type="checkbox"/> Friend Sponsor (\$500) | |

Sponsor (organization/name exactly as it should appear in print):

Mailing Address:

Contact Person:

Phone:

___ work ___ cell

E-Mail:

Direct Web Link:

Please mail your completed form with check payable to AFP West Michigan **by September 12th, 2025:**

Deb O'Donnell, Chapter Administrator
AFP West Michigan
PO Box 6302
Grand Rapids MI 49516-6302

Questions: Please reach out to our National Philanthropy Day Planning Committee Chair:

J.J. Lewis, CFRE
(517) 618-1874
jj@northstarreach.org