



National Philanthropy Day®

Dear Friend:

The Association of Fundraising Professionals (AFP) West Michigan Chapter invites you to join us for **National Philanthropy Day on Thursday, November 5, at Frederik Meijer Gardens & Sculpture Park.**

This milestone year marks the **40th anniversary of National Philanthropy Day in West Michigan.** Celebrated across the United States, NPD is a longstanding tradition in our region where we recognize and honor the generosity, leadership, and commitment of those who strengthen our community through philanthropy.

The day will include a morning Mini-Conference from 8:30–11:15 am, followed by networking from 11:30 am to noon. We will then gather for a luncheon beginning at noon, featuring our National Philanthropy Day awards celebration honoring outstanding individuals, organizations, and partners.

To commemorate this special anniversary, we invite your organization to be among the sponsors who make National Philanthropy Day possible. Your investment allows AFP West Michigan to continue advancing philanthropy through professional development, education scholarships, and meaningful networking opportunities that support nearly 200 fundraising professionals across West Michigan.

Enclosed, you will find sponsorship opportunities for your review. AFP is pleased to once again partner with Crain's Grand Rapids Business to produce the 2026 Giving Guide. Through this collaboration, select National Philanthropy Day sponsors will receive prominent advertising and recognition opportunities within the publication.

Thank you for considering this opportunity and for all you do to support the continued success of AFP West Michigan and the philanthropic community we serve. For more information about National Philanthropy Day, please visit <https://afpwm.org/national-philanthropy-day/>.

Please feel free to contact me at (248) 420-4646 or spencer.k.haworth@gmail.com with any questions or to confirm your support for National Philanthropy Day 2026.

Sincerely,

Spencer Haworth
Chair, National Philanthropy Day



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2026 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 (1 available) — \$8,000 investment — SOLD OUT

- Tickets for sixteen (16) guests to the NPD luncheon.
- Sixteen (16) tickets to the NPD Mini-Conference.
- Guaranteed presentation opportunity at the mini-conference.
- Speaking opportunity (2 minutes) during welcoming remarks during luncheon.
- Organization logo on printed save-the-date cards (if committed by Friday, May 15).
- 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.
- Logo recognition on the AFP-WM homepage for the year (January - December, 2027).
- Logo recognition in AFP-WM eNewsletters for the year (January - December, 2027).
- One (1) complimentary annual AFP-West Michigan Individual Professional Membership.

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, 2027).
- Logo recognition in AFP-WM eNewsletters for the year (January - December, 2027).
- One (1) complimentary annual AFP-West Michigan Individual Professional Membership.

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 NPD luncheon.
- Organization name on electronic save-the-date cards and event invitations (*if committed by Wednesday, August 14*).

FRIEND SPONSORS - \$500 investment

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



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2026 Sponsorship Commitment Form

Thursday, November 5, 2026
8:30 AM - 1:30 PM
Frederik Meijer Gardens & Sculpture Park

YES, We/I would like to be a 2026 NPD Sponsor! (select level below)

- ~~Title Sponsor (\$8,000) SOLD OUT~~ Grand Sponsor (\$5,000)
- Leadership Sponsor (\$2,500) Partner Sponsor (\$1,000)
- 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 18, 2026:**
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:
Spencer Haworth
(248) 420-4646
spencer.k.haworth@gmail.com