



We Proudly Announce  
National Philanthropy Day 2016  
Thursday, November 17, 2016  
NEW LOCATION: City National Grove of Anaheim

## Orange County Celebrates National Philanthropy Day Awards Luncheon - 2016 Sponsor Benefits

Dear Friends:

On behalf of the Association of Fundraising Professionals Orange County Chapter (AFPOC) and our Honorary Chair Sandy Segerstrom Daniels, we are excited to announce the presentation of our 31st annual National Philanthropy Day (NPD) Awards Luncheon to be held November 17, 2016 at the City National Grove of Anaheim (new location). This luncheon honors outstanding volunteers, philanthropists and organizations throughout Orange County whose dedication and generosity greatly enrich the quality of our community.

We invite you to join us in celebration of philanthropy in Orange County, by supporting the annual NPD Awards Luncheon. Your sponsorship is a public affirmation of your enduring commitment to the community and affords you the opportunity to express your gratitude to all the Honorees. Over 900 of the county's most prominent citizens join us at this luncheon every year.

Net proceeds of the event support the work of the nonprofit Orange County Chapter of the Association of Fundraising Professionals. AFPOC is a 300 member, highly respected trade organization that promotes the ethical advancement of philanthropy through advocacy, research, education, and certification programs.

Please take a moment to review the Sponsor Recognition and Benefits to consider how you can support this inspiring event. It is the generous support of the community that makes this celebration possible.

We'd love to talk to you personally. Please contact Cathy, at 714-560-0900, ext. 5532, [cathy.michaels@ocsarts.net](mailto:cathy.michaels@ocsarts.net) or Viki, at 714-347-7900, [viki.barie@st.joe.org](mailto:viki.barie@st.joe.org)

Thank you for your consideration and partnership in support of philanthropy in Orange County.

Sincerely,

Catherine Michaels  
Vice President, Development  
Orange County School of the Arts  
Co-Chair, Sponsorship Committee

Viki Barie, CFRE  
Director of Development  
St Joseph Hospital Foundation  
Co-Chair, Sponsorship Committee



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### **Presenting Sponsor \$50,000..... Now Available**

Exclusive sponsorship at this level. Commitment received by August 15, 2016 guarantees the following benefits:

- Premier Seating for 3 tables (30 guests)
- Exclusive recognition in all marketing and media as the Presenting Sponsor (with AFPOC)
- Opportunity to welcome the luncheon guests from the stage (maximum of two minutes)
- Opportunity to distribute a gift/advertising item to luncheon guests
- Prominent day of event recognition on two 12'x19' outside billboards at the City National Grove of Anaheim
- Complimentary parking in the VIP lot for 5 cars
- Full page ad (outside back cover) in the event program book (Friday, November 4 deadline)
- Prominent Signage Recognition in the lobby at the event
- Prominent Signage Recognition on tables at the event
- Recognition as host of the VIP/Honoree Pre-Reception at the luncheon (20 guests)
- Special recognition on video screens at event
- Prominent logo/name recognition in all event publicity
- Prominent logo/name recognition on event program book sponsor page
- Opportunity to distribute approved messages to AFPOC and NPDOC Facebook and Twitter subscribers
- Logo and website link on the NPDOC and AFPOC websites
- Opportunity to present an Outstanding Honoree Award (category at the discretion of the NPDOC chairs)



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## Orange County Celebrates National Philanthropy Day Awards Luncheon - 2016 Sponsor Benefits

**Diamond Sponsor..... \$25,000**

Commitment received by August 15, 2016 guarantees the following benefits:

- Premier Seating for 2 tables (20 guests)
- Prominent day of event recognition on one 10'x23' outside banner at the City National Grove of Anaheim
- Special recognition on video screens at event
- Complimentary parking in VIP lot for 4 cars
- Full page ad (inside back cover) in the event program book (Friday, November 4 deadline)
- Prominent Signage Recognition in the lobby at the event
- Prominent Signage Recognition on tables at the event
- Invitation to attend the VIP/Honoree Pre-reception at the luncheon (10 guests)
- Prominent logo/name identification in all event publicity
- Prominent logo/name recognition on event program book sponsor page
- Logo and website link on the NPDOC and AFPOC websites
- Opportunity to present an Outstanding Honoree Award (category at the discretion of the NPDOC chairs)



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**Platinum Sponsor .....\$10,000**

Commitment received by August 15, 2016 guarantees the following benefits:

- VIP seating for 2 tables (20 guests)
- Complimentary parking in VIP lot for 3 cars
- Full page ad in the event program book (Friday, November 4 deadline)
- Prominent Signage Recognition on table at the event
- Invitation to attend the VIP/Honoree Pre-reception at the luncheon (5 guests)
- Prominent logo/name recognition in event publicity and on video screens at event
- Prominent logo/name recognition on event program book sponsor page
- Logo and website link on the NPDOC and AFPOC websites
- Opportunity to present an Outstanding Honoree Award (category at the discretion of the NPDOC chairs)



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**Gold Sponsor ..... \$5,000**

Commitment received by August 15, 2016 guarantees the following benefits:

- VIP seating for 1 table (10 guests)
- Half page ad in the event program book (Friday, November 4 deadline)
- Prominent Signage Recognition on table at the event
- Invitation to attend the VIP Pre-reception at the luncheon (3 guests)
- Logo/name recognition in event publicity and on video screens at event
- Logo/name recognition on event program book sponsor page
- Logo and website link on the NPDOC and AFPOC websites



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**Silver Sponsor..... \$2,500**

Commitment received by August 15, 2016 guarantees the following benefits:

- Preferred seating for 1 table (10 guests)
- Quarter page ad in the event program book (Monday, November 4 deadline)
- Signage Recognition on table at the event
- Recognition in event publicity and on video screens at event
- Name recognition on event program book sponsor page
- Name on the NPDOC and AFPOC websites



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**Bronze Sponsor ..... \$1,500**

Commitment received by August 15, 2016 guarantees the following benefits:

- Preferred seating for 1 table (10 guests)
- Preferred Recognition in event publicity and on video screens at event
- Signage Recognition on table at the event
- Name recognition on event program book sponsor page
- Recognition on the NPDOC and AFPOC websites



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## Orange County Celebrates National Philanthropy Day Awards Luncheon - 2016 Sponsor Agreement

### Sponsorship Agreement

SPONSOR'S NAME as it should appear in publicity and program: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Ext: \_\_\_\_\_ Email: \_\_\_\_\_

Website (URL\*): \_\_\_\_\_

#### PLEASE CHOOSE YOUR SPONSORSHIP LEVEL

- Presenting Sponsor \$50,000       Diamond \$25,000       Platinum \$10,000
- Gold \$5,000       Silver \$2,500       Bronze \$1,500
- We cannot attend but would like to help underwrite this event with a contribution of \$\_\_\_\_\_

Your support is sincerely appreciated. Net proceeds from the Orange County National Philanthropy Day Awards Luncheon benefit the education, training, and advocacy programs of the Orange County Chapter of the Association of Fundraising Professionals to support the ethical advancement of philanthropy in our community.

### Check Payment

Make checks payable to: Association of Fundraising Professionals  
 Mail to: Attn: NPDOC  
 AFPOC  
 P.O. Box 8133  
 Fountain Valley, CA 92728  
 Contact Info: Phone: (949) 436-2939 / Fax: (949) 427-2905

CREDIT CARD PAYMENT: Card type: (please circle one) AMEX / VISA / MasterCard

Name on the Card: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

CC# \_\_\_\_\_ CVC \_\_\_\_\_ Exp \_\_\_\_\_

Sponsor's Representative Signature: \_\_\_\_\_ Date \_\_\_\_\_

Deadlines: We will recognize your sponsorship commitment in our promotional materials upon return of this agreement. Logos will be linked to your designated URL on our website. Email your logo, with the subject line "NPD Sponsor" to office@afpoc.org. Deadline for ad submission is Friday, November 4.