



We Proudly Announce  
National Philanthropy Day 2020  
Thursday, November 19, 2020

## Orange County Celebrates National Philanthropy Day Awards Virtual Event - 2020 Sponsor Benefits

On behalf of the Association of Fundraising Professionals Orange County Chapter (AFPOC) and our Honorary Chairs, Sue and Ralph Stern, we are excited to announce the presentation of our 35th annual National Philanthropy Day (NPD) Awards Event to be held virtually on November 19, 2020. This event honors outstanding volunteers, philanthropists and organizations throughout Orange County whose dedication and generosity greatly enrich the quality of our community.

We would like to invite you to join us in celebration of philanthropy in Orange County by supporting the annual NPD Awards Event as a sponsor. Your sponsorship is a public affirmation of your enduring commitment to the community, giving you the opportunity to express your gratitude to all the honorees, and to be recognized by over 800 of the county's most prominent citizens who participate in this event every year.

Please take a moment to review the enclosed Sponsor Recognition and Benefits to consider how you can support this inspiring event. Net proceeds of the event support the work of AFPOC. AFPOC is a 250+ member, highly respected trade organization that promotes the ethical advancement of philanthropy through advocacy, research, education, and certification programs. It is the generous support of the community through sponsorships that makes this celebration possible.

We'd love to talk to you personally. For more details or to confirm your sponsorship, please contact Laura Marcum at (805) 708-2765 or at [LMarcum@ocbigs.org](mailto:LMarcum@ocbigs.org), or Elizabeth J. McKibbin@ (949) 702-3114 or at [EMcKibbin@OrangeCatholicFoundation.org](mailto:EMcKibbin@OrangeCatholicFoundation.org). Thank you for your consideration and partnership in support of philanthropy in Orange County.

Sincerely,

*Laura Corona Marcum*

Laura Corona Marcum  
Co-Chair, Sponsorship Committee

*Elizabeth McKibbin*

Elizabeth McKibbin  
Co-Chair, Sponsorship Committee



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### **Presenting Sponsor - *In-kind, OC Business Journal***

Exclusive sponsorship at this level. Commitment received by October 2, 2020 guarantees the following benefits:

- Exclusive recognition in all marketing and media as the Presenting Sponsor (with AFPOC)
- 30 complimentary virtual views, day-of event
- Full page ad in digital event program book (Thursday, October 22 deadline)
- Prominent logo/name recognition in digital event program book sponsor page
- Social media spotlight
- Logo on the AFPOC and NPDOC websites
- Opportunity to provide brief video to be shown during virtual event
- Verbal recognition by the event emcee
- Prominent onscreen recognition during virtual event
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views



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**35<sup>th</sup> Anniversary Sponsor - \$35,000 – Reserved**

Exclusive sponsorship at this level. Commitment received by October 2, 2020 guarantees the following benefits:

- Exclusive recognition in all marketing and media as the 35<sup>th</sup> Anniversary Sponsor
- 30 complimentary virtual views, day-of event
- Full page ad in digital event program book (Thursday, October 22 deadline)
- Prominent logo/name recognition in digital event program book sponsor page
- Social media spotlight
- Logo on the AFPOC and NPDOC websites
- Opportunity to present 35<sup>th</sup> Anniversary Founder Award to Doug Freeman
- Verbal recognition by the event emcee
- Prominent onscreen recognition during virtual event
- Opportunity for name recognition of a 35<sup>th</sup> Anniversary Throwback Moment
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views



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**Diamond Sponsor - \$25,000, AVAILABLE**

Exclusive sponsorship at this level. Commitment received by October 2, 2020 guarantees the following benefits:

- Exclusive recognition in all marketing and media as the Diamond Sponsor
- Logo in post-event media ads
- 30 complimentary virtual views, day-of event
- Full page ad in digital event program book (Thursday, October 22 deadline)
- Prominent logo/name recognition in digital event program book sponsor page
- Social media spotlight
- Logo on the AFPOC and NPDOC websites
- Verbal recognition by the event emcee
- Prominent onscreen recognition during virtual event
- Opportunity to select and present an Outstanding Honoree Award during virtual event
- Opportunity for name recognition of a 35<sup>th</sup> Anniversary Throwback Moment
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views



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**Platinum Sponsor - \$10,000, AVAILABLE**

Commitment received by October 2, 2020 guarantees the following benefits:

- Logo in post-event media ads
- 20 complimentary virtual views, day-of event
- Full page ad in digital event program book (Thursday, October 22 deadline)
- Prominent logo/name recognition in digital event program book sponsor page
- Social media spotlight
- Logo on the AFPOC and NPDOC websites
- Verbal recognition by the event emcee
- Prominent onscreen recognition during virtual event
- Opportunity to select and present an Outstanding Honoree Award during virtual event
- Opportunity for name recognition of a 35<sup>th</sup> Anniversary Throwback Moment
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views



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

Commitment received by October 2, 2020 guarantees the following benefits:

- Logo in post-event media ads
- 15 complimentary virtual views, day-of event
- Half page ad in digital event program book (Thursday, October 22 deadline)
- Logo/name recognition in digital event program book sponsor page
- Social media spotlight
- Logo on the AFPOC and NPDOC websites
- Prominent onscreen recognition during virtual event
- Opportunity to present an Outstanding Honoree Award during virtual event
- Opportunity for name recognition of a 35<sup>th</sup> Anniversary Throwback Moment
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views

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

Commitment received by October 2, 2020 guarantees the following benefits:

- Name in post-event media ads
- 12 complimentary virtual views, day-of event
- Quarter page ad in digital event program book (Thursday, October 22 deadline)
- Name recognition in digital event program book sponsor page
- Onscreen recognition during virtual event
- Opportunity for Name Recognition of a 35<sup>th</sup> Anniversary Throwback Moment
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views



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

Commitment received by October 2, 2020 guarantees the following benefits:

- Name in post-event media ads
- 10 complimentary virtual views, day-of event
- Name recognition in digital event program book sponsor page
- Onscreen recognition during virtual event
- Recorded highlights of event will be available through social media and the NPDOC and AFPOC websites by December 20, with the potential for thousands of additional views



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### Sponsorship Agreement

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

Contact name: \_\_\_\_\_

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

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

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

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

PLEASE CHOOSE YOUR SPONSORSHIP LEVEL:

- Presenting Sponsor \$50,000
- Anniversary \$35,000
- Diamond \$25,000
- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,500

We cannot participate 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 Event 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. Thank you!

**Check Payment:**

Make checks payable to: **Association of Fundraising Professionals** and mail to: AFPOC, P.O. Box 8133, Fountain Valley, CA 92728, Attention: NPDOC.

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

Name on card: \_\_\_\_\_

CC#: \_\_\_\_\_

CVC: \_\_\_\_\_ Exp.: \_\_\_\_\_

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

Date: \_\_\_\_\_

Deadlines: We will recognize your sponsorship commitment in our promotional materials if received **on or before October 2, 2020**. Email your logo and ad, with the subject line "NPD Sponsor" to office@afpoc.org. **Deadline for logo submission is Friday, October 2; deadline for ad submission is Thursday, October 22.**

**Contact Info: Phone: (949) 436-2939 / Fax: (949) 427-2905**

Association of Fundraising Professionals is a 501 (c) (3) corporation. Tax ID# 33-0261130 Due to this year's virtual event, the full amount of your donation is tax-deductible as allowed by law.