

AFP COMPASS



AFP COMPASS
2025
Sponsor
Opportunities

May 4 – 6, 2025

Delta South
Calgary





“The whole purpose of education is to turn mirrors into windows.”~ Sydney J. Harris

The Association of Fundraising Professionals (AFP) Calgary & Area is hosting **AFP COMPASS 2025**. The Delta Calgary South is our venue from **Sunday, May 4th – Tuesday, May 6, 2025**.

AFP COMPASS is the evolution of a highly successful bi-annual conference held in Alberta since 1992. Delegates from across Canada will gather to take advantage of the outstanding learning opportunities for both senior professionals and those new to the profession.

Who’s going to be there? Professional fundraisers, executive directors, board members and volunteers who are directly or indirectly engaged in fundraising activities are expected to attend, making AFP COMPASS 2025 a significant fundraising conference.

Consider this your exclusive invitation to become engaged. We welcome your participation in 2025!

John Phin, CFRE
Chair, AFP Compass 2025

Ron Smith, CFRE
Chapter President

Lorie Abernethy, CFRE
Chapter Executive Director

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About AFP

The Association of Fundraising Professionals (AFP) is a member-based organization that empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

Since 1960, AFP has existed to support the overall growth and effectiveness of the fundraising profession to the benefit of individual fundraisers and nonprofit organizations that rely on fundraising to fulfill their missions. Our priorities are driven by the needs of our members and the entire nonprofit sector.

Through a network of 20 chapters in Canada, and over 26,000 members worldwide, AFP fulfills its mission through four key focus points:

CONNECTING WITH COMMUNITY

Professionals join associations for many different reasons. Networking. Ethical guidance. Research. Access to thought leaders and leading voices. Certification. Career advancement. Representation of the profession before the government. Staying up to date on news, trends and important developments. But a common thread exists through all of this: One individual alone cannot effectively undertake them. It takes a group of practitioners working together— a professional community like AFP.

STRENGTHENING YOUR ORGANIZATION

Leadership development is a key area that organizations look to associations to provide. Beyond just specific skill-building, AFP involvement helps round out other aspects of an individual: self-confidence, mental well-being, public speaking, team building, etc. These are important individual proficiencies and aspects that organizations look for and value in their employees.



AFP – advancing philanthropy

ADVANCING THE PROFESSION

Most importantly, by coming together as an association, practitioners advance their profession in a very concrete way. Membership in and involvement with AFP helps to advance the professions by allowing the profession to speak as one united voice, which is especially helpful in the areas of government relations, lobbying and public affairs

THE GROWING COMPLEXITY OF THE SECTOR

Fundraising is becoming more complex, and non-profits of all sizes are leveraging digital and social tools to build support. Professional training and education are essential investments for fundraising success.

Fundraising professionals bring ethical practice, new techniques, ways to engage the community and accountability to both donor and the organizations they serve. Professional development conferences, such as **AFP COMPASS** provide these invaluable educational opportunities for a diverse range of organizations in the charitable sector.

Whether you're looking to build your company's brand and presence, attract your target market, leverage lead development or position yourself as a community leader, the sponsorship opportunities at **AFP COMPASS** provide the perfect platform to grow your company's influence in Calgary's non-profit community

By sponsoring **AFP COMPASS**, you're helping build a stronger non-profit community and increasing your brand's exposure to the vibrant third sector community.



Why choose AFP COMPASS

AFP COMPASS— now in its 15th year, will be held Sunday May 4 – Tuesday May 6, 2025, at the Delta Calgary South located at 135 Southland Drive SE in Calgary, Alberta.

This two and a half-day conference will feature:

- Four Keynote sessions
- 15+ Break-out Sessions
- Exhibition Hall
- Networking Breaks, Sessions and Activities
- Pre- and post-conference business and networking opportunities

We anticipate 150+ participants from across Canada to attend, representing not-for-profit organizations involved in all areas of the sector. The participants are key decision-makers, including both executives as well as seasoned and newer professionals. Attendees represent the full spectrum of the sector including social services, animal welfare, educational institutions, health care, recovery centres, camps, seniors care homes, homeless shelters, food banks, and more.

Sponsors will have a unique opportunity to build their brand awareness at **AFP COMPASS**, develop new business leads, and demonstrate their commitment to the community. Section 8 of this Sponsorship Package outlines the Sponsorship Levels and Recognition.



Investment Levels at a Glance

	Value	Total Spots	AVAILABLE Spots
Presenting Sponsor	\$7,500	1	1 Available
Networking Lounge Sponsor	\$5,000	1	1 Available
Technology Sponsor	\$3,000	1	1 Available
Registration Sponsor	\$2,500	1	1 Available
Lanyard Sponsor	\$2,000	1	1 Available
Opening Plenary / Keynote Sponsor	\$3,500	1	1 Available
Tuesday Plenary Sponsor	\$2,000	1	1 Available
Closing Plenary Sponsor	\$2,000	1	1 Available
Opening Reception Sponsor	\$1,750	1	1 Available
Lunch Sponsor	\$2,000	2	2 Available
Exhibitors' Hall Sponsor	\$1,200	3	3 Available
Bursaries Sponsor	\$3,000	1	1 Available
Nutritional Break Sponsor	\$750	4	4 Available
Exhibitor Booth	\$750	8	8 Available

Tailored to meet your needs

*These **Sponsorship Opportunities** provide you with visibility, engagement and marketing opportunities. All include presence before, during after the conference, and we'll tailor them to be the best fit for your organization.*

The **Presenting Sponsor** is the leading supporter of our conference and plays a key role ensuring delegates have an opportunity to learn, network and build new relationships in the fundraising profession. As such, you will receive the most prominent exposure in all materials and promotion opportunities surrounding AFP COMPASS Conference.

The **Networking Lounge** is a casual gathering area adjacent to the breakout rooms and Exhibitors Hall. A great place to meet with colleagues, grab a coffee, and network with other attendees. As Sponsor of this area, you attendees' display your company signage and materials.

The **Technology Sponsor** provides the conference Audio Visual needs and conference website. Attendees will access all conference information and schedules for each day's programming.

As the **Opening Plenary Sponsor**, your support allows us to provide delegates a unique educational opportunity with a keynote speaker, setting the tone for a dynamic two and a half days of learning. You will receive the most prominent exposure at your sponsored plenary.

There are **Two Plenary Luncheon sessions, one on Monday** one on Tuesday; as sponsor of a Plenary session, you will support keynote speakers and will have highest visibility at your sponsored plenary.

The **Opening Reception Sponsor** will create an impactful setting to launch AFP COMPASS. You will have the highest sponsorship visibility at the reception which is being held in the tropical Atrium of the conference hotel

The **Registration Sponsor** will help ensure a successful registration process for our delegates and provide opportunities in the attendees' conference welcome package.

There are opportunities to sponsor the Nutrition breaks, Exhibitor booths and Bursaries. Contact us to discuss the opportunity that is right for you!



Sponsorship Commitment

Yes! I wish to be a part AFP COMPASS 2025

Company Name	
Contact Name	
Position	
Address (including City, Province, PC)	
Phone	
Fax	
Email	
Investment Level	
Logo submitted electronically to AFP (afp@telus.net) (High resolution .jpeg or .eps format)	Yes No
Date	
Investor Signature	
AFP Representative	

Investor Specifications

- *Investor is required to provide camera ready artwork and style guide to **AFP Calgary & Area** for the marketing campaign in size and detailed specifications as requested. High resolution jpg or eps format preferred.*
- *Investor is required to provide final produced banner/sign or product to **AFP Calgary & Area** size and detailed specifications to be provided by **AFP Calgary & Area** in advance if required. Location of signage to be determined by **AFP Calgary & Area Chapter**.*
- *Should any location or benefit not be available due to circumstances beyond the control of **AFP Calgary & Area**, reasonable replacement value will be delivered.*

***This document implies contractual agreement to pay the amount associated with your investment level of choice.*