



AFP COMPASS

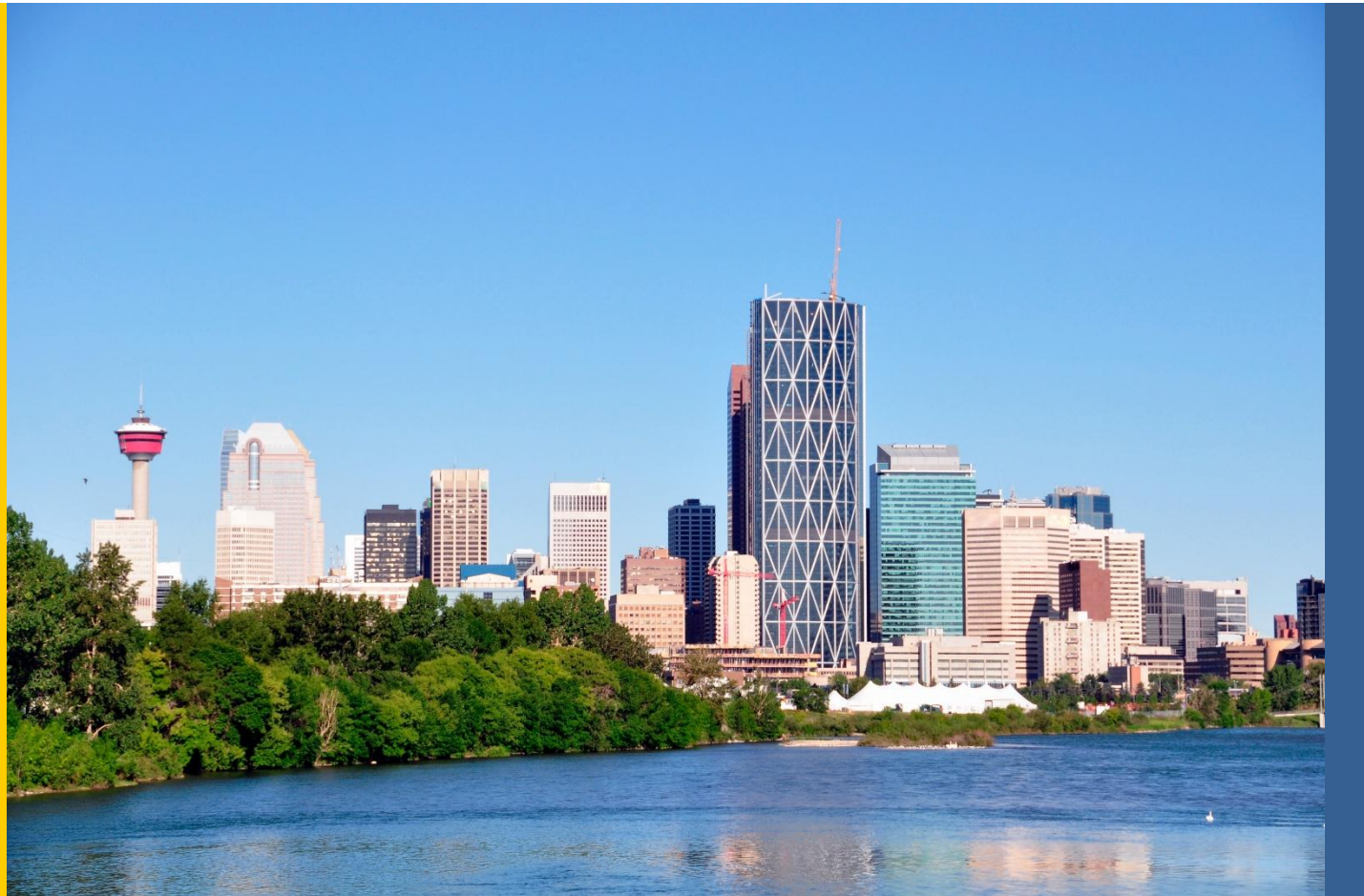


Learn · Connect · Transform

**AFP COMPASS
2026
Sponsor
Opportunities**

May 3 – 5, 2026

**Carriage House
Hotel and
Conference
Centre,
Calgary, Alberta**





“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 2026**, and it is proudly presented by **Global Philanthropic Canada**. [The Carriage House Hotel and Conference Centre](#) is our venue from **Sunday, May 3rd – Tuesday, May 5th, 2026**.

AFP COMPASS is the evolution of a highly successful series of annual conferences 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? Highly accredited professional fundraisers, executive directors, board members and volunteers who are directly or indirectly engaged in fundraising activities are expected to attend, making AFP COMPASS 2026 a significant fundraising conference.

Consider this your exclusive invitation to become engaged. We welcome your participation in 2026!

Derek D. Fraser, CFRE
Chair, AFP COMPASS 2026

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, benefiting 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 profession 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 donors 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 – will be held Sunday, May 3rd – Tuesday, May 5th, 2026, at the [Carriage House Hotel and Conference Centre](#) located at 9030 Macleod Trail South in Calgary, Alberta.

This two-and-a-half-day conference will feature:

- Six Keynote sessions from noted fundraising experts from across North America
- 35 Breakout Sessions with subject experts in their respective specialties
- A planned giving stream supported by the Canadian Association of Gift Planners (CAGP)
- Exhibition Hall and Marketplace to learn about sector partners and their services
- Networking breaks, engaging sessions and authentic Western social activities
- Pre- and post-conference business and networking opportunities

We anticipate 175+ participants from across Canada, representing not-for-profit organizations involved in all areas of the sector. The participants are key decision-makers, including both executives and 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. Page 7 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	Secured
Opening Plenary / Keynote Sponsor	\$3,500	1	Secured
Technology Platform Sponsor	\$3,000	1	Secured
Monday Social Event - Ranchman's	\$2,500	1	Secured
Lanyard Sponsor	\$2,500	1	Secured
Plenary Sponsor	\$2,000	4	1 Available
Closing Plenary Sponsor	\$2,000	1	1 Available
Opening Reception Sponsor	\$1,750	1	1 Available
10 Points of the COMPASS	\$1,500	10	10 Available
Bursaries Sponsors (3 X \$500)	\$1,500	2	2 Available
Nutritional Break Sponsor	\$750	4	4 Available
Exhibitor Booth	\$750	8	8 Available

Sponsorship Recognition

	Presenting	Opening Plenary	Technology	Monday Night Social	Lanyards	Plenaries	Closing Plenary	Opening Reception	Bursaries	10 Points of the COMPASS	Exhibitors & Nutrition Breaks
Price	\$7,500	\$3,500	\$3,000	\$2,500	\$2,500	\$2,000	\$2,000	\$1,750	\$1,500	\$1,500	\$750
Quantity	1	1	1	1	1	4	1	1	2	10	8 / 4
Complimentary Registrations	4	3	2	2	2	2	2	2	1	1	1
Logo on "Save the Date" materials, 2026	✓	✓	-	-	-	-	-	-	-	-	-
VIP Dinner Invitation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibition Space	Double booth	Single booth	Single booth	At Social	Single booth	Single booth	Single booth	Single booth	Single booth	Single booth	Single booth
Podium Recognition	✓	✓	-	✓	-	-	-	-	-	-	-
Logo on AFP COMPASS Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Conference Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Receive Attendee List	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	-
Opportunity to Host a Table at Luncheon	-	-	-	-	-	-	-	-	-	✓	-
Company profile included in pre-event social media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide a Breakout session speaker	✓	✓	✓	-	-	✓	✓	✓	✓	✓	✓

Presenting Sponsor

The **Presenting Sponsor** is the leading supporter of our conference and plays a key role in 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 the AFP COMPASS Conference.

Conference participation benefits:

- Four (4) conference registrations, which include all conference-related meals and social events
- Recognized from podium in welcome, plenary sessions & social events
- VIP Dinner Invitation for all sponsor representatives
- Access to the delegate list
- Corporate logo recognition on delegate package and delegate lanyards
- Promotional materials in the delegate's welcome package
- Logo Recognition in the Pheedloop conference app
- Corporate ad placed in Pheedloop conference app on full page (artwork supplied by sponsor)
- Corporate logo recognition in pre-conference materials
- Corporate logo recognition on all conference signage
- Corporate material/display at all plenary sessions
- Opportunity to welcome delegates at the conference
- One exhibit table in the exhibit hall

Newsletter, Email & Internet:

- Full colour exclusive ad for the week(s) of your choice in Fab Four newsletter promoting AFP COMPASS;
- Corporate logo recognition on the AFP COMPASS website and on the AFP Calgary Chapter main website
- Four email blasts with the logo to the membership announcing AFP COMPASS
- Email blast with corporate logo to the membership after the AFP COMPASS
- Listed on the AFP Calgary & Area Chapter website calendar one month before the event.

Presenting Sponsor *continued*

Social Media

- “Shout-outs” for announcing the partnership of AFP COMPASS 2026 (pre-COMPASS & post-COMPASS)
- Four pre-generated LinkedIn posts directed to the corporate LinkedIn account regarding Community Investment and engagement (questions, answers & timing to be determined);
- Give-away opportunity for ‘favourite question’ of the day; must use @corporateaccount in message; (announcement of give-away in addition to above tweets).

Facebook

- Announcement (poster) of AFP COMPASS – with PRESENTING SPONSOR recognition – promoted on Facebook before the event;
- Thank you (poster) of AFP COMPASS with logo recognition, promoted on Facebook after the event;
- Announcement of AFP COMPASS, with logo recognition, on the top banner of the Facebook Page one month before the event.

LinkedIn

- Six announcements (one per week, starting March 2026 about AFP COMPASS – with name recognition – sent out before the event;
- Thank you announcement about AFP COMPASS, with name recognition, sent out after the event.

Presenting Sponsor Package is valued at \$7,500

Opening Plenary Sponsor

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 weekend of learning. You will receive the most prominent exposure at your sponsored plenary.

Conference participation benefits:

- One (1) complimentary registration (valued at \$795);
- VIP Dinner Invitation for the sponsor representative.
- Opportunity to introduce the Opening Plenary speaker;
- Opportunity to display corporate material in all specific track sessions ;
- Promotional materials in the delegate's welcome package.
- Corporate logo recognition in the Pheedloop conference app, including on the speaker's promo page;
- Corporate logo recognition on sponsored event signage;
- Corporate logo recognition in pre-conference materials;
- Corporate logo recognition on all conference signage;
- Corporate logo recognition on the AFP COMPASS website.

Newsletter, Email & Internet:

- Full colour exclusive ad for the week(s) of your choice in the Fab Four newsletter promoting AFP COMPASS;
- Minimum of four email blasts to the membership announcing (poster) AFP COMPASS before the event;
- One email blast to the membership announcing (poster) AFP after the event;
- AFP COMPASS – with recognition – listed on the AFP Calgary & Area Chapter website calendar one month before the event.

Social Media benefits:

- Two social media “shout outs” announcing sponsorship (one pre-COMPASS & one post COMPASS) with a link to your website;*
- Facebook promotion, with name recognition, a minimum of four times before the event;*
- Thank you on Facebook, with name recognition, post-event.
- Six LinkedIn announcements (one per week, starting April 2026), with name recognition, sent out before the event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Opening Plenary package valued at \$3,500

*subject to scheduling and print deadlines

Technology Platform Sponsor

The **Technology Platform Sponsor** provides an interface for all delegates and presenters to have an online, real-time interaction to guide session selection and delegate-to-delegate communication.

Conference participation benefits:

- Two (2) complimentary registration tickets (\$1,590 value);
- Opportunity to welcome delegates through Pheedloop;
- Opportunity to offer a promotional product to each delegate or offer a prize at the conference;
- Access to delegates list
- Promotional materials in the delegate's welcome package.
- Corporate logo recognition on sponsored event signage;
- Corporate logo recognition in pre-conference materials;
- Corporate logo recognition on all conference signage;
- Corporate logo recognition on the AFP COMPASS website.

Newsletter, Email & Internet:

- Full colour exclusive ad for two (2) week(s) of your choice in Fab Four newsletter promoting AFP COMPASS;
- Minimum of four email blasts to the membership announcing (poster) AFP COMPASS before the event;
- One thank you email blast to the membership after the event.

Social Media benefits:

- Facebook promotion, with name recognition, a minimum of four times before the event;*
- Thank you on Facebook, with name recognition, post-event.
- Six LinkedIn announcements (one per week, starting April 2026), with name recognition, sent out before the event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Technology Platform Sponsor package valued at \$3,000

*subject to scheduling and print deadlines

Plenary Sponsor

As the **Monday Plenary Sponsor**, you will support keynote speakers and will have the highest visibility at your sponsored plenary.

Conference participation benefits:

- One (1) complimentary registration (valued at \$795);
- VIP Dinner Invitation for the sponsor representative.
- Opportunity to introduce the Monday Plenary speaker;
- Opportunity to display corporate material in all specific track sessions ;
- Promotional materials in the delegate's welcome package.
- Corporate logo recognition in the Pheedloop conference app, including on the speaker's promo page;
- Full page corporate ad placed in Pheedloop conference app (artwork supplied by sponsor);
- Corporate logo recognition on sponsored event signage;
- Corporate logo recognition in pre-conference materials;
- Corporate logo recognition on all conference signage;
- Corporate logo recognition on the AFP COMPASS website.

Newsletter, Email & Internet:

- Full colour exclusive ad for the week(s) of your choice in the Fab Four newsletter promoting AFP COMPASS;
- Minimum of four email blasts to the membership announcing (poster) AFP COMPASS before the event;
- One email blast to the membership announcing (poster) AFP after the event;
- AFP COMPASS – with recognition – listed on the AFP Calgary & Area Chapter website calendar one month before the event.

Social Media benefits:

- Two social media “shout outs” announcing sponsorship (one pre-COMPASS & one post COMPASS) with a link to your website;*
- Facebook promotion, with name recognition, a minimum of four times before the event;*
- Thank you on Facebook, with name recognition, post-event.
- Four LinkedIn announcements (one per week, starting April 2026), with name recognition, sent out before the event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Plenary sponsor package valued at \$2,000

*subject to scheduling and print deadlines

Closing Plenary

The **Closing Plenary Sponsor** supports our final keynote speaker, leaving an inspiring and lasting impression on our conference delegates. You will have the highest visibility at your sponsored plenary.

Conference participation benefits:

- One (1) complimentary registration (valued at \$795);
- VIP Dinner Invitation for all sponsor representative;
- Opportunity to introduce the closing plenary speaker and offer closing remarks;
- Opportunity to display corporate material in all specific track sessions ;
- Promotional materials in the delegate's welcome package.
- Corporate logo recognition in the Pheedloop conference app, including on the speaker's promo page;
- Full page corporate ad placed in Pheedloop conference app (artwork supplied by sponsor);
- Corporate logo recognition on sponsored event signage;
- Corporate logo recognition in pre-conference materials;
- Corporate logo recognition on all conference signage;
- Corporate logo recognition on the AFP COMPASS website.

Newsletter, Email & Internet:

- Full colour exclusive ad for the week(s) of your choice in the Fab Four newsletter promoting AFP COMPASS;
- Minimum of four email blasts to the membership announcing (poster) AFP COMPASS before the event;
- One email blast to the membership announcing (poster) AFP after the event;
- AFP COMPASS – with recognition – listed on the AFP Calgary & Area Chapter website calendar one month before event.

Social Media benefits:

- Two social media “shout outs” announcing sponsorship (one pre-COMPASS & one post COMPASS) with a link to your website;*
- Facebook promotion, with name recognition, a minimum of four times before event;*
- Thank you on Facebook, with name recognition, post-event.
- Six LinkedIn announcements (one per week, starting April 2026), with name recognition, sent out before event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Closing Plenary package valued at \$2,000

*subject to scheduling and print deadlines

Opening Reception

The **Opening Reception Sponsor** will create an impactful setting to launch a weekend of fun and learning. You will have the highest sponsorship visibility at the reception.

Conference participation benefits:

- One (1) complimentary registration ticket (valued at \$795)
- VIP Dinner Invitation for the sponsor representative.
- One (1) exhibit space in a prominent location (valued at \$750)
- Opportunity to interact with and welcome each delegate at the Opening Reception;
- Opportunity to offer a promotional product to each delegate attending the Opening Reception or offer a prize at the event;
- Access to delegates list
- Promotional materials in the delegate welcome package;
- Corporate logo recognition in the Pheedloop conference app;
- Corporate logo recognition on sponsored event signage;
- Corporate logo recognition in pre-conference materials;
- Corporate logo recognition on all conference signage;
- Corporate logo recognition on AFP COMPASS website.

Newsletter, Email & Internet:

- Full colour exclusive ad for the week(s) of your choice in Fab Four newsletter promoting AFP COMPASS;
- Minimum of four email blasts to the membership announcing (poster) AFP COMPASS before the event;
- One email blast to the membership announcing (poster) AFP after the event;

Social Media benefits:

- Facebook promotion, with name recognition, a minimum of four times before event;*
- Thank you on Facebook, with name recognition, post-event;
- Six LinkedIn announcements (one per week, starting April, 2026), with name recognition, sent out before event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Opening Reception package valued at \$1,750

*subject to scheduling and print deadlines

Bursary Sponsors

The **Bursary Sponsors** will have the opportunity to support three participants each to attend the conference. Includes tickets and meals for three delegates.

Conference participation benefits:

- VIP Dinner Invitation for the sponsor representative.
- Promotional materials in the delegate welcome package.
- Corporate logo recognition in the Pheedloop conference app.
- Corporate logo recognition on sponsored event signage;
- Corporate logo recognition in pre-conference materials;
- Corporate logo recognition on all conference signage;
- Corporate logo recognition on the AFP COMPASS website;
- At your discretion, you may remain anonymous if you choose.

Newsletter, Email & Internet:

- Full colour exclusive ad for the week(s) of your choice in Fab Four newsletter promoting AFP COMPASS;
- Minimum of four email blasts to the membership announcing AFP COMPASS before the event;
- One email blast to the membership announcing (poster) AFP after the event;

Social Media benefits:

- Facebook promotion, with name recognition, a minimum of two times before event;*
- Thank you on Facebook, with name recognition, post-event.
- Three LinkedIn announcements with name recognition, sent out before the event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Two Bursary Sponsor packages valued at \$1,500 Each

*subject to scheduling and print deadlines

10 Points of the COMPASS Sponsors

The **10 Points of the COMPASS Sponsor** opportunity is designed to engage delegates at a luncheon and host a table of 10. The sponsorship also allows for full conference attendance and provides promotional opportunities to raise awareness around the company's area of expertise.

Conference participation benefits:

- One (1) complimentary registration (valued at \$795);
- VIP Dinner Invitation for the sponsor representative.
- Opportunity to host a table at the Monday luncheon and tailor the discussion to the consultant's strengths;
- Access to the delegate list;
- Opportunity to display corporate materials at sponsored event;
- Promotional materials in the delegate's welcome package.
- Recognition on sponsored event signage;
- Corporate name recognition on all conference signage;
- Corporate name recognition on the AFP COMPASS website.

Chapter Email & Internet:

- Corporate name recognition placed in Fab Four promoting AFP COMPASS;*
- Minimum of four email blasts to the membership promoting AFP COMPASS before the event;
- Corporate name in post-event Fab Four to membership ;
- Part of the event listing on the AFP Calgary & Area Chapter website calendar, one month before the event.

Social Media benefits:

- Two social media "shout outs" announcing sponsorship (one pre-COMPASS & one post COMPASS) with a link to your website;*
- Facebook promotion, with name recognition, a minimum of four times before the event;*
- Thank you on Facebook, with name recognition, post-event.
- Six LinkedIn announcements (one per week, starting April, 2026), with name recognition, sent out before the event;*
- Thank you announcement on LinkedIn, with name recognition – sent out after the event.

Every 10 Points of the COMPASS package is valued at \$1,500

*subject to scheduling and print deadlines

Nutrition Break Sponsors

4 AVAILABLE

Conference participation benefits include:

- Opportunity to provide a beverage and/or snack for product placement
- Corporate name recognition in the Pheedloop conference app.
- VIP Dinner Invitation for the sponsor representative.
- Corporate logo recognition on sponsored event signage;
- Corporate logo on table signage as *“This Nutrition Break brought to you by Company”*;

Newsletter, Email & Internet:

- Corporate name recognition in pre-conference materials;*
- Corporate name recognition on all conference signage;
- Corporate name recognition on the AFP COMPASS website.

Social Media benefits:

- Two LinkedIn “shout outs” announcing sponsorship (one pre-COMPASS & one post COMPASS) with a link to your website;*
- Facebook promotion, with name recognition, once before the event;*
- Thank you on Facebook, with name recognition, post-event.

Each Nutrition Break package is valued at \$750

*subject to scheduling and print deadlines

Sponsorship Commitment

Yes! I wish to be a part AFP COMPASS 2026

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.*