

# Sponsorship Opportunities



**National Philanthropy Day®**

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## About National Philanthropy Day

National Philanthropy Day is a special day to honour and recognize the important contributions that philanthropy and those active in our philanthropic community – make to our lives, our communities, and the world.

AFP Calgary & Area will join chapters globally and across Canada on **November 4<sup>th</sup>, 2026** to present our Generosity of Spirit Awards, live and in-person, at the Hyatt Regency Calgary Hotel's Imperial Ballroom. We will gather to honour individuals, organizations and corporations in the Calgary area who generously give their time, talent and resources for the benefit and enrichment of our shared communities.

By supporting AFP Calgary & Area chapter you assist in strengthening the philanthropic community, the best practices of our sector, and code of ethical standards that raise the capacity for all charities in Calgary to achieve their mission and support the communities they serve.

We invite philanthropic leaders in Calgary & Area to join this annual celebration as sponsors, and in doing so pay tribute to these exceptional members of our community. Proceeds from National Philanthropy Day help sustain the Calgary & Area Chapter of AFP and its year-long professional development programs – supporting fundraising professionals across the region.

Thank you for your consideration to support Calgary's chapter of the Association of Fundraising Professionals (AFP) and our philanthropic community.

## Our Commitment to the non-profit community

### Key achievements

- **Access to Professional Development:** Monthly lunch and learn sessions, fundraising courses and online study courses saw a 25% increase in attendance.
- **COMPASS Mobile application:** The launch of our mobile application for our annual COMPASS conference enables attendees and presenters to access our conference information leading to an increase in mobile traffic.
- **Collaboration and innovation:** Collaboration with similar organizations and groups has been instrumental in the successful execution of our projects.
- **Sustained growth in attendance** at National Philanthropy Day events, courses and annual COMPASS Fundraising conference.

For 30 years, the Association of fundraising Professionals (AFP) Calgary & Area Chapter has served and supported Calgary & Area fundraising professionals with educational and professional development programs.

Our 200+ members are active fundraising professionals and serve all facets of the non-profit sector. The Chapter is one of the largest and most dynamic in Canada and produces programs and educational opportunities throughout the year, designed to strengthen the field of philanthropy in Calgary and Area.

We partner with the Hazel Gillespie Community Investment Leadership Award Committee to recognize those members of the Community Investment profession, who are our allies in building and sustaining our city and the social action that makes Calgary a great place to live.

### Future outlook

Looking ahead, we are committed to professional development opportunities, networking and advocacy and expanding our education offerings. Our focus will be on building a strong community of fund development professionals. We are confident that our strategic initiatives will position us for sustained growth and success.



## Sponsorship Opportunities

When you sponsor **National Philanthropy Day**, you are doing more than underwriting an event — you're investing in measurable community outcomes. Sponsors receive high-visibility recognition before, during, and after the luncheon, meaningful opportunities to engage with attendees and community leaders, and the satisfaction of knowing your contribution supports programs that change lives. Each sponsorship level is designed to deliver clear marketing value and stewardship touchpoints, so your brand gets noticed by the people who matter most.

Every sponsorship level and agreement will be customized to suit the needs and interests of the individual sponsor. This may include adding, removing or adjusting an identified standard benefit to be a fit for that particular sponsor, in discussion with each sponsor. The standard sponsorship levels are presented below, for your review.

### Presenting Sponsor - \$15,000 – Secured

As a premier sponsor to National Philanthropy Day, you will receive 20 tickets (two premium tables) to attend our in-person Luncheon and GOS Awards Reception. You will be recognized before, during and after the event in all media outlets, both social and traditional, as well as acknowledged from the stage during the Luncheon program. Your name, logo and website will be linked from the AFP Calgary & Area website, and you will receive the opportunity to be interviewed by our emcee, during the National Philanthropy Day Luncheon. As Presenting Sponsor, you have the opportunity to provide branded collateral to the event attendees. You will be featured in six editions of the Chapter's weekly Fab Four newsletter that has circulation of over 1,500 in the non-profit sector.

### Video Sponsor - \$10,000

As the Video Sponsor you will receive 8 tickets (one table) to attend our in-person Luncheon and GOS Awards Reception. Your logo will be attached to each of the Honouree Impact Videos crafted by Kelly Brothers Productions. You will be recognized before, during and after the event in all media outlets, both social and traditional, as well as acknowledged from the stage during the Luncheon program. Your name, logo and website will be linked from the AFP Calgary & Area website. Your logo will remain with each video in its distribution to award nominators, recipients and our social media audience.



## **A Special Opportunity:**

### **Generosity of Spirit Awards – Naming Opportunities**

This exclusive sponsorship provides a unique opportunity to honour and celebrate an exceptional individual – whether a volunteer, employee, philanthropist, board member or community leader – who embodies the true spirit of generosity. As the naming sponsor, you will be prominently associated with this award, creating a lasting legacy of recognition for a minimum of three (3) years.

Recognition opportunities will be tailored in collaboration with AFP leadership to ensure meaningful visibility for both you, as sponsor, and the award Honouree. By sponsoring a Generosity of Spirit Award, you not only shine a spotlight on community excellence but also reinforce your commitment to leadership, service, and impact.

There are seven (7) awards available for naming:

- Community Catalyst**
- Outstanding Philanthropic Group**
- Outstanding Philanthropic Family**
- Outstanding Philanthropic Youth**
- Outstanding Philanthropic Small Business**
- Outstanding Corporate Supporter**
- Outstanding Lifetime Achievement**

#### **Award Sponsor - \$7,500 Per Year, 3-Year Minimum Commitment**

The Generosity of Spirit Awards are an integral part of our National Philanthropy Day celebrations. Sponsor of a GOS award may join the Award Jury and be part of the selection process of all GOS awards.





## Sponsorship Opportunities – even more!

### Walk of Fame Sponsor - \$5,000

We call it the “**Walk of Fame**” in homage to the Honourees who will receive the Generosity of Spirit Awards. Each Honouree is recognized on a signboard with the name of their award, their photo and a brief statement of their philosophy on philanthropy. These signboards line the entrance to the National Philanthropy Day luncheon, providing an opportunity for photos and for guests to read about each of the award recipients.

As the Walk of Fame Sponsor, you will receive 10 tickets (one VIP Table) to attend our in-person National Philanthropy Day Luncheon and 4 tickets to our Generosity of Spirit Reception – a private reception where the Generosity of Spirit Award recipients are presented with their award. You will be recognized before, during and after the events in all media outlets, both social and traditional, as well as acknowledged from the stage during the Luncheon and Reception programs.

Your name, logo and website will be linked from the AFP Calgary & Area website. You will be featured in two editions of the Chapter’s weekly Fab Four newsletter that has circulation of over 1,500 in the non-profit sector.

### Champions of Service - \$3,000

*Supporting the volunteers who make this celebration possible*

This sponsorship is about “*paying it forward*”. As the **Champion of Service Sponsor**, you will receive one table (10 tickets) to attend the in-person National Philanthropy Day Luncheon and GOS Awards Ceremony.

Your sponsorship ensures that the **volunteers who make this event possible are able to enjoy lunch and participate in the celebration** once all of the guests have arrived and are seated in the ballroom. It’s a meaningful way to recognize and support the people who give their time and talent to strengthen our philanthropic community.

You will receive name and logo recognition on the AFP Calgary & Area Chapter website. You will be featured in one edition of the Chapter’s weekly Fab Four newsletter that has circulation of over 1,500 in the non-profit sector. As well, you will be recognized from the stage during the event for your support.



## Champions of Community - \$1,500

*Supporting philanthropy and professional leadership in our community*

As a **Community Champions Sponsor**, you are helping to celebrate and strengthen the culture of philanthropy in Calgary and the surrounding area. Your support contributes to the success of National Philanthropy Day and the important work of the AFP Calgary & Area Chapter.

You will receive four (4) complimentary tickets to attend the National Philanthropy Day Luncheon and GOS Awards Ceremony. You will be recognized as a **Community Champions Sponsor** on the AFP Calgary & Area Chapter website and in the Chapter's **Fab Four** weekly newsletter (circulation 1,500+ across the nonprofit sector). As well, you will be recognized from the stage during the event for your support.

## JOIN US!

**Be part of the celebration of generosity that shapes our community.**

By sponsoring National Philanthropy Day, you are not only making this signature event possible, you are investing in the future of philanthropy, supporting professional development, educational workshops, and bursaries that empower fundraisers and nonprofit leaders to grow, learn, and give back. Your support amplifies the impact of every gift, every act of service, and every commitment to building a stronger, more vibrant philanthropic community.

To learn more about sponsorship opportunities or to reserve your place, connect with:

**Lorie Abernethy, MA, CFRE**

AFP Calgary & Area Chapter Executive Director

Email: [info@afpcalgary.com](mailto:info@afpcalgary.com) | Phone: 587.438.4384

## Here are the benefits of sponsorship:

	<b>Presenting Sponsor</b>	<b>Video Sponsor</b>	<b>Walk of Fame Sponsor</b>	<b>Champions of Service</b>	<b>Champions of Community</b>
<b>Investment</b>	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500
<b>NPD Event Admission</b>	2 Premium Tables (20 tickets)	1 Premium Table (10 tickets)	6 tickets	4 tickets +	4 tickets
<b>NPD Event Recognition</b>	Option for a spotlight on-stage announcement	Verbal recognition during NPD Luncheon	Verbal recognition during NPD Luncheon	Verbal recognition during NPD Luncheon	Verbal recognition during NPD Luncheon
<b>Event Visibility</b>	Recognition at the entrance, podium, and on event screens	Recognition on event screens	Recognition on event screens	Recognition on event screens	Recognition on event screens
<b>GOS Awards Reception</b>	6 Tickets to the private awards reception	6 Tickets to the private awards reception	4 Tickets to the private awards reception	2 Tickets to the private awards reception	2 Tickets to the private awards reception
<b>Digital Event Program</b>	Full-page colour advertisement	Full-page colour advertisement	Half-page colour advertisement	Name and logo listing	Name and logo listing
<b>AFP Calgary Website</b>	Prominent logo with link to your website	Logo with link to your website	Logo with link to your website	Link to your website	Link to your website
<b>Video Recognition</b>		Exclusive recognition			
<b>Recognition in Chapter Fab Four Newsletter</b>	Six feature articles	Four feature articles	Two feature articles	One feature article	One feature article
<b>Consultants' Directory</b>	<i>In addition to the above noted recognition, all Consultants in the Calgary area will receive one-year listing in the Chapter's Consultant's Directory</i>				