James A. Joseph Lecture Awards

2021 Sponsorship Opportunities

Wednesday, November 17th
6:30 - 10:00 p.m. EDT
ABFE is celebrating **50 years** of investing in Black-led social change. Join us!

As a conference sponsor, you will have access to an exclusive gathering of Black professionals in philanthropy coming together to celebrate icons in the philanthropic world — all for the purpose of positively impacting Black communities across the country.

Your sponsorship supports ABFE’s responsive and transformative investments in Black communities, inclusive of DEIJ efforts across the association.

FOR MORE INFORMATION, VISIT ABFE.ORG.

@ABFE  @ABFE
@ABFEPhilanthropy  @ABFEPhilanthropy
ABFE BY THE NUMBERS

Annual Budget: $4,843,000

500+ Attendance at ABFE 2020 Virtual Conference

900+ Members: Foundations, Nonprofits, and Industry Partners

36 Number of states and territories represented in ABFE membership

Number of individuals reached through ABFE’s philanthropic network is more than 10,000
Conference Sponsorship Opportunities

$50,000  JJL 50th Title Champion
$25,000  Trailblazer Champion
$10,000  Institutional Champion
$5,000   Emerging Champion

Á La Carte Sponsorship Opportunities

$10,000  Valet Sponsor (includes prominent signage)
$10,000  “Keep it Clean” Sponsor ((branded masks, hand sanitizer) for attendees
$5,000   Performing artist sponsorship
$1,500   Scholarship for 10 in-person attendees
# Sponsorship Matrix

## Sponsorship Benefits Matrix

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS MATRIX</th>
<th>Emerging Champion $5,000</th>
<th>Institutional Champion $10,000</th>
<th>Trailblazer Champion $25,000</th>
<th>JJL Title Champion $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Available</td>
<td>Unlimited</td>
<td>10</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>60-second opening promotional video or live speech</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>“Powered by” credit on conference mobile app and Wi-Fi</td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Closing reception sponsor (virtual and/or onsite party)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Prominent</td>
</tr>
<tr>
<td>Virtual Download: branded literature or offers for attendees</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Exhibition space in virtual exhibitor hall</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Prominent</td>
</tr>
<tr>
<td>Logo placement with active links on registration page</td>
<td>Yes</td>
<td>Yes</td>
<td>Prominent</td>
<td>Prominent</td>
</tr>
<tr>
<td>Promotion through all social media channels</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Conference Virtual Flipbook Advertisement</td>
<td>logo</td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>One (1) page</td>
</tr>
<tr>
<td>Name, logo, and URL placement on ABFE.org and conference landing page</td>
<td>Yes</td>
<td>Yes</td>
<td>Prominent</td>
<td>Most Prominent</td>
</tr>
<tr>
<td>Name and logo placement on email advertising materials</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Swag box: company name included inside</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Full ceremony registration</td>
<td>2 in-person; 2 virtual</td>
<td>6 in-person; 6 virtual</td>
<td>8 in-person; 8 virtual</td>
<td>10 in-person; 10 virtual</td>
</tr>
</tbody>
</table>

## A LA CARTE SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>A LA CARTE SPONSORSHIP OPPORTUNITIES</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valet Sponsor (includes prominent signage)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Keep it Clean Box (branded masks, hand sanitizer) for 100-200 attendees</td>
<td>$10,000</td>
</tr>
<tr>
<td>Performing Artist Sponsorship (local, TBD)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Scholarship for attendees (10)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
JJL 50th Anniversary Title Champion

$50,000

Exclusive Title Sponsor Benefits

• 60-second opening promotional video or live speech
• “Powered by” credit on conference mobile app and Wi-Fi
• Closing reception sponsor (virtual party with DJ)
• Virtual Download: branded literature and offers for attendees
• Exhibition space in virtual exhibitor hall
• Logo placement with active links on registration page
• Promotion through all social media channels
• Conference Virtual Flipbook Advertisement - *One (1) page*
• Name, logo, and URL placement on ABFE.org and conference landing page
• Name and logo placement on email advertising materials
• Swag box: company name included inside
• Ten (10) in-person and ten (10) virtual registrations
Trailblazer Champion

$25,000

Sponsor Benefits

• Closing reception sponsor (virtual party with DJ)
• Virtual Download: branded literature and offers for attendees
• Exhibition space in virtual exhibitor hall
• Logo placement with active links on registration page
• Promotion through all social media channels
• Conference Virtual Flipbook Advertisement - 1/2 page
• Name, logo, and URL placement on ABFE.org and conference landing page
• Name and logo placement on email advertising materials
• Swag box: company name included inside
• Eight (8) in-person and eight (8) virtual registrations
Institutional Champion

$10,000
Sponsor Benefits

- Virtual Download: branded literature and offers for attendees
- Exhibition space in virtual exhibitor hall
- Logo placement with active links on registration page
- Promotion through all social media channels
- Conference Virtual Flipbook Advertisement - 1/4 page
- Name, logo, and URL placement on ABFE.org and conference landing page
- Name and logo placement on email advertising materials
- Swag box: company name included inside
- Six (6) in-person and six (6) virtual registrations
Emerging Champion

$5,000

Sponsor Benefits

- Logo placement with active links on registration page
- Promotion through all social media channels
- Conference Virtual Flipbook Advertisement - logo included
- Name, logo, and URL placement on ABFE.org and conference landing page
- Name and logo placement on email advertising materials
- Swag box: company name included inside
- Two (2) in-person and two (2) virtual registrations
About ABFE:

ABFE is a membership-based, philanthropic serving organization (PSO) that advocates for responsive and transformative investments in Black communities. Partnering with foundations, nonprofits and philanthropists, ABFE provides its members with professional development and technical assistance resources that further the philanthropic sector’s connection and responsiveness to issues of equity, diversity and inclusion.

ABFE FACTS:

- Founded in 1971, ABFE is the first and oldest of more than 40 philanthropic affinity groups.
- 900+ members, which includes foundations, nonprofits and industry partners. Our members collectively represent over $100 billion in assets.
- ABFE offers various programs through its Membership and Partner Services, as well as Philanthropic Advising, Research and Advocacy.

FOR MORE INFORMATION, VISIT ABFE.ORG.
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