



**ABFE**

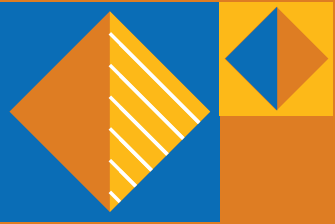
Strengthening Black Communities  
SINCE 1971

**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](https://www.abfe.org).

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## ABFE BY THE NUMBERS

500+

Attendance at ABFE  
2020 Virtual Conference

Annual Budget:  
\$4,843,000

900+

Members:  
Foundations,  
Nonprofits,  
and Industry  
Partners

Number of individuals reached  
through ABFE's philanthropic  
network is more than

10,000

36

Number of states and  
territories represented  
in ABFE membership

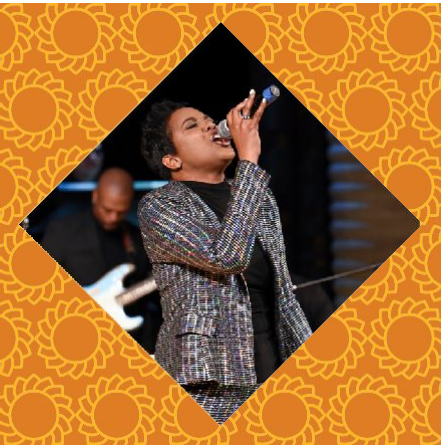




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# Conference Sponsorship Opportunities



**\$50,000**

JJL 50th Title Champion

**\$25,000**

Trailblazer Champion

**\$10,000**

Institutional Champion

**\$5,000**

Emerging Champion



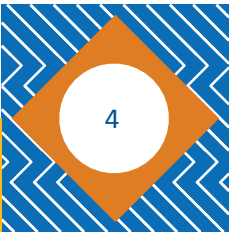
## À La Carte Sponsorship Opportunities

**\$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

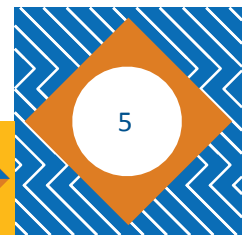




# Sponsorship Matrix

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

<b>A LA CARTE SPONSORSHIP OPPORTUNITIES</b>	<b>COST</b>
Valet Sponsor (includes prominent signage)	\$10,000
Keep it Clean Box (branded masks, hand sanitizer) for 100-200 attendees	\$10,000
Performing Artist Sponsorship (local, TBD)	\$5,000
Scholarship for attendees (10)	\$1,500





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# JJL 50<sup>th</sup> 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





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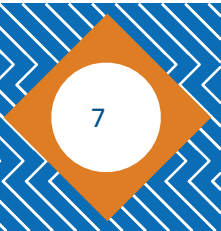
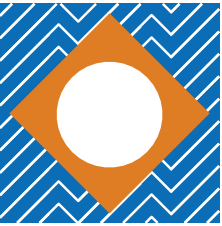
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# Trailblazer Champion

**\$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





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# 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







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# 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](https://www.abfe.org).

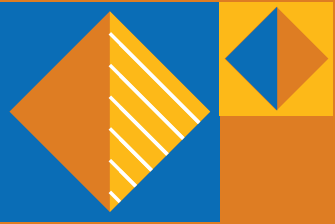
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## Contacts



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