ABFE
A Philanthropic Partnership for Black Communities

Harambee

2022 Sponsorship Opportunities

April 21-23 | Washington, DC
ABFE is celebrating 51 years of investing in Black-led social change. Join us!

As a conference sponsor, you will have exclusive access to one of the nation’s largest gathering of Black professionals in philanthropy — touching over 3,000 individuals, foundations, and nonprofits 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
@ABFEPhilanthropy
ABFE BY THE NUMBERS

- **500+** Attendance at ABFE 2021 Virtual Conference
- **3,000+** Individuals reached through ABFE’s philanthropic network
- **1,200** Members: foundations, nonprofits, and industry partners
- **$1B** Total assets controlled by ABFE members
- **1,920** Number of leaders engaged in philanthropic advising services
Conference Sponsorship Opportunities

- $100,000  Title Champion
- $50,000   Philanthropic Champion
- $25,000   Pathfinder Champion
- $15,000   Convener Champion
- $10,000   Equity Champion
- $5,000    Supporter Champion

Scholarship Champion (Special Opportunity)

- $8,500    Ten (10) scholarship registrations (includes J JL lecture attendance)
# Sponsorship Matrix

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS MATRIX</th>
<th>Supporter Champion $5,000</th>
<th>Equity Champion $10,000</th>
<th>Convener Champion $15,000</th>
<th>Pathfinder Champion $25,000</th>
<th>Philanthropic Champion $50,000</th>
<th>Title Champion $100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-second promotional video/live speech during the opening ceremony</td>
<td></td>
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<tr>
<td>VIP Reception sponsorship - includes signage and acknowledgement</td>
<td></td>
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<tr>
<td>Social media &quot;takeover&quot; for four hours <strong>ahead of</strong> the conference</td>
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<tr>
<td>&quot;Keep it Clean&quot; kits -- includes branded cases w/ masks + hand sanitizers</td>
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<tr>
<td>James A. Joseph Lecture sponsorship - signage + acknowledgement</td>
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<tr>
<td>60-second promotional video or live speech during the closing ceremony</td>
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<tr>
<td>Harambee opening night networking event (in-person)</td>
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<tr>
<td>Healing Justice meditation space -- includes guided meditations, Reiki, reflexology, yoga space, and chair massages</td>
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<tr>
<td>&quot;Powered by&quot; credit on conference mobile app and Wi-Fi (requirement for all conference attendees)</td>
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<td>Yes + 2 push notifications</td>
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<tr>
<td>In-person exhibition space</td>
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<td>Prominent</td>
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<tr>
<td>Virtual exhibition space</td>
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<td></td>
<td>Prominent</td>
<td></td>
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<tr>
<td>Logo placement with active links on registration page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Prominent</td>
<td></td>
</tr>
<tr>
<td>Promotion through all social media channels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Prominent</td>
<td></td>
</tr>
<tr>
<td>Conference Virtual Flipbook Advertisement</td>
<td>Logo</td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>1/2 page, prominent</td>
<td>One (1) page</td>
<td>Two (2) page, prominent</td>
</tr>
<tr>
<td>Name, logo, &amp; URL placement on ABFE.org and Harambee microsite</td>
<td></td>
<td></td>
<td></td>
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<td>Prominent</td>
<td>Most prominent</td>
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<tr>
<td>Name and logo placement on email materials promoting conference</td>
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<td></td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Full conference registration</td>
<td>One (1)</td>
<td>Two (2)</td>
<td>Three (3)</td>
<td>Four (4)</td>
<td>Six (6)</td>
<td>Eight (8)</td>
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</tbody>
</table>
Title Champion

$100,000

Exclusive Title Sponsor Benefits

• 60-second promotional video or live speech during the opening ceremony
• VIP Reception sponsorship - includes signage and acknowledgement
• Social media "takeover" for 4 hours ahead of the conference (organization works with ABFE team to determine content)
• "Keep it Clean" kits — includes branded cases with masks + hand sanitizers
• James A. Joseph Lecture sponsorship recognition - includes signage and acknowledgement
• 60-second promotional video or live speech during the closing awards ceremony
• Harambee opening night networking event (in-person) - features "celebrity philanthropic DJs"
• Healing Justice meditation space — includes guided meditations, Reiki, reflexology, yoga space, and chair massages
• “Powered by” credit on conference mobile app and Wi-Fi (requirement for all conference attendees) - with 3 push notifications
• In-person + virtual exhibition space - prominent
• Logo placement with active links on registration page
• Promotion through all social media channels
• Conference Virtual Flipbook Advertisement - Two (2) pages, prominent placement
• Name, logo and URL placement on ABFE.org and Harambee microsite
• Name and logo placement on email materials promoting conference
• Eight (8) full conference registrations
Philanthropic Champion

$50,000

Sponsor Benefits

• James A Joseph Lecture sponsorship recognition - includes signage and acknowledgement
• 60-second promotional video or live speech during the closing awards ceremony
• Harambee opening night networking event (in-person) - features "celebrity philanthropic DJs"
• Healing Justice meditation space -- includes guided meditations, Reiki, reflexology, yoga space, and chair massages
• “Powered by” credit on conference mobile app and Wi-Fi (requirement for all conference attendees) - with 2 push notifications
• In-person + virtual exhibition space - prominent
• Logo placement with active links on registration page
• Promotion through all social media channels
• Conference Virtual Flipbook Advertisement - *One (1) page, prominent placement*
• Name, logo and URL placement on ABFE.org and Harambee microsite
• Name and logo placement on email advertising materials promoting conference
• Six (6) full conference registrations
Pathfinder Champion

$25,000

Sponsor Benefits

- Healing Justice meditation space -- includes guided meditations, Reiki, reflexology, yoga space, and chair massages
- In-Person + virtual exhibition space
- “Powered by” credit on conference mobile app and Wi-Fi (requirement for all conference attendees)
- Logo placement with active links on registration page
- Promotion through all social media channels
- Conference Virtual Flipbook Advertisement - ½ page, prominent placement
- Name, logo and URL placement on ABFE.org and Harambee microsite
- Name and logo placement on email materials promoting conference
- Four (4) full conference registrations
**Convener Champion**

$15,000

**Sponsor Benefits**

- In-person exhibition space
- Virtual exhibition space
- 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 Harambee microsite
- Name and logo placement on email materials promoting conference
- Three (3) full conference registrations
**Equity Champion**

$10,000

- Virtual exhibition space
- Logo placement with active links on registration page
- Promotion through all social media channels
- Conference Virtual Flipbook Advertisement - $\frac{1}{4}$ page
- Name, logo, and URL placement on ABFE.org and Harambee microsite
- Name and logo placement on email materials promoting conference
- Two (2) full conference registrations

**Supporter Champion**

$5,000

- Promotion through all social media channels
- Conference Virtual Flipbook Advertisement - Logo
- Name, logo, and URL placement on ABFE.org and Harambee microsite
- Name and logo placement on email materials promoting conference
- One (1) full conference registration

**Scholarship Champion**

(Special Opportunity)

$8,500

- Ten (10) tickets to the full conference
- Includes JLL Lecture attendance
- ABFE will select scholarship ticket recipients
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:

- ABFE is the first and oldest of more than 40 philanthropic affinity groups, founded in 1971.
- 1,200+ 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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@ABFEPhilanthropy

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