



ABFE

A Professional Partnership for Black Communities

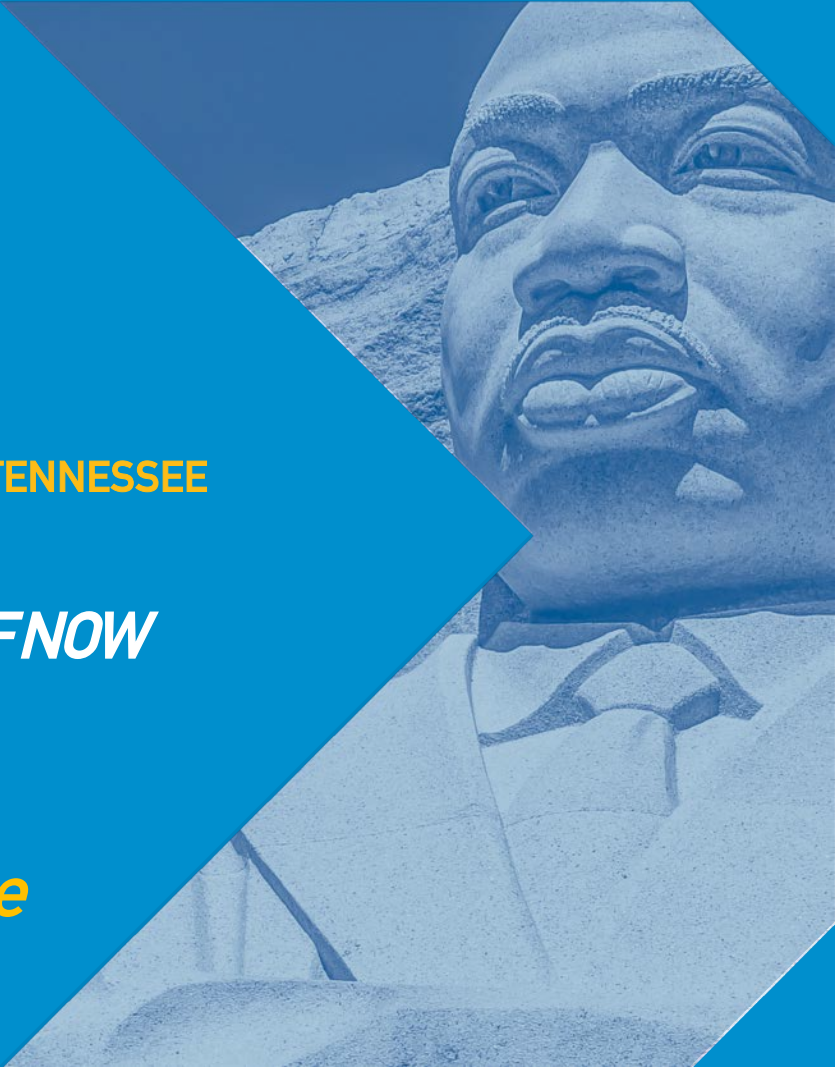
April 14 – 16, 2018

THE PEABODY HOTEL | MEMPHIS, TENNESSEE

ABFE CONFERENCE 2018

THE FIERCE URGENCY OF NOW

Sponsorship Package



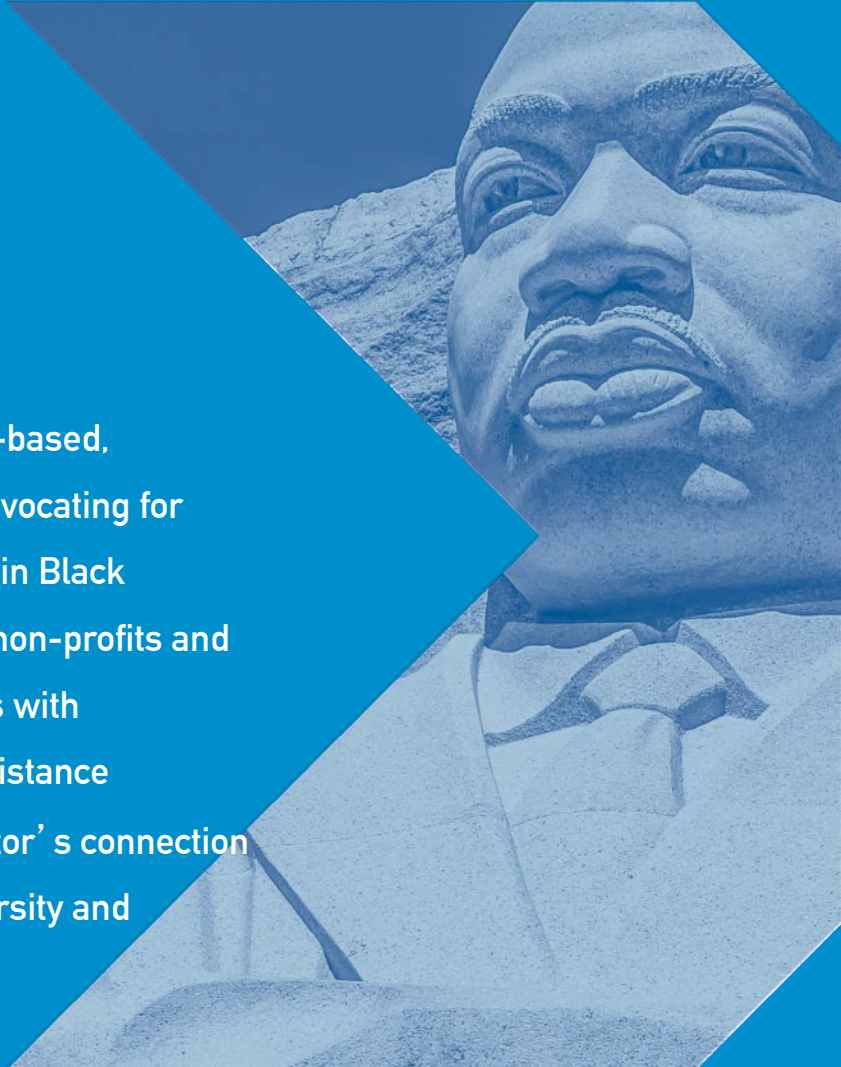


ABFE

A Philanthropic Partnership for Black Communities

ABOUT ABFE

ABFE established in 1971, is a membership-based, philanthropic and non-profit organization advocating for responsive and transformative investments in Black communities. Partnering with foundations, non-profits 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

A Philanthropic Community for Black Communities

ABFE 2018 ANNUAL CONFERENCE: “THE FIERCE URGENCY OF NOW”

*We are now faced with the fact that tomorrow is today. We are confronted with **the fierce urgency of now**. In this unfolding conundrum of life and history, there “is” such a thing as being too late. This is no time for apathy or complacency.*

--DR. MARTIN LUTHER KING, JR. --excerpt from Dr. King’s 1967 Beyond Vietnam speech

In the spirit of Dr. Martin Luther King, Jr.’s 1967 speech, “Beyond Vietnam: A Time To Break Silence,” ABFE is convening its members, donors, philanthropists and non-profit leaders this April in Memphis, Tennessee. ABFE will present a vigorous conference agenda aimed at advancing the increase of public and private investments in black communities.





ABFE

A Philanthropic Partnership for Black Communities

SPONSORSHIP OPPORTUNITIES





ABFE

Association of Black Fund Executives

VALUE PROPOSITION: *OUR AUDIENCE*

As a sponsor of ABFE's 2018 Conference, your organization and/or company will have the opportunity to be a part of the nation's largest gathering of Black professionals in philanthropy.

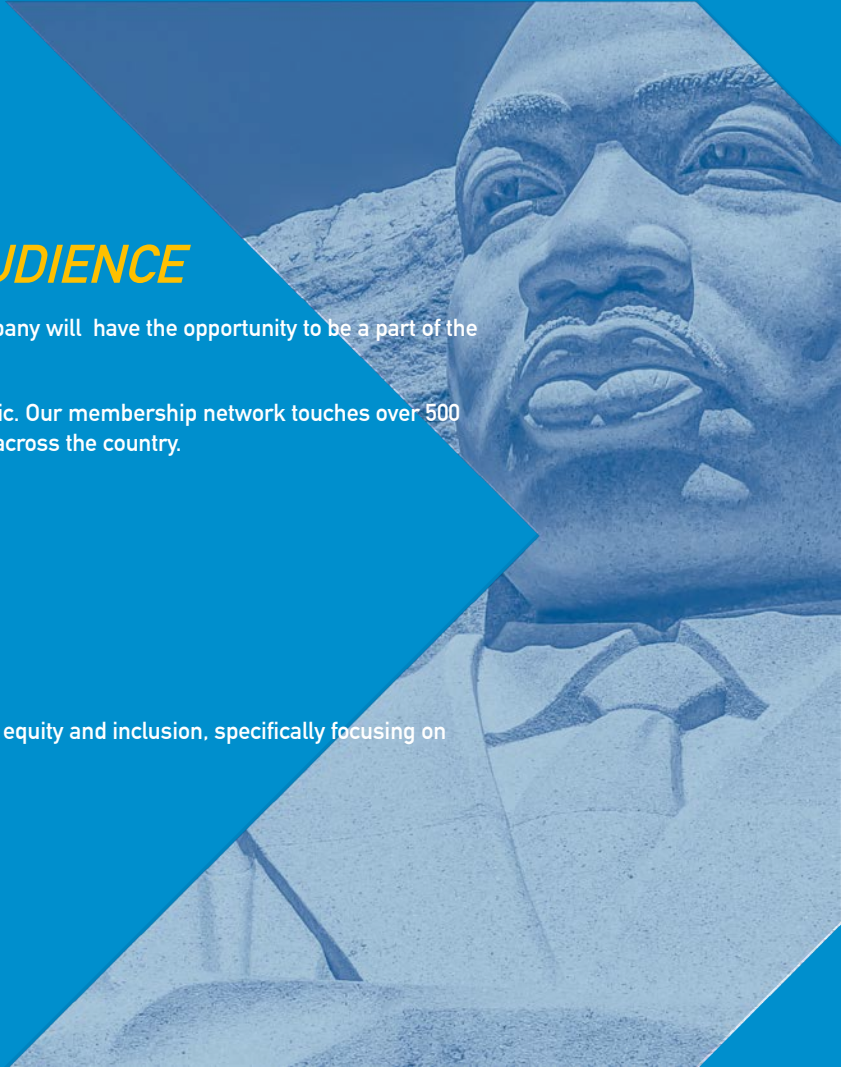
Sponsorship allows for unique exclusive access to a coveted demographic. Our membership network touches over 500 philanthropic institutions and individuals impacting Black communities across the country.

ABFE's philanthropic footprint spans across multiple regional markets:

ABFE Membership Markets

❖ 45%	North East
❖ 22%	South
❖ 19%	Mid West
❖ 14%	West Coast

In addition, your sponsorship supports ABFE's goals to further diversity, equity and inclusion, specifically focusing on responsive and transformative investments in Black communities.





ABFE

\$75,000

Fierce Urgency Champion

(Exclusive Presenting Sponsor Opportunity)

Benefits

- ❖ Name and logo placement on ALL print and online advertising materials as ‘Presenting Sponsor’
- ❖ Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- ❖ Name and logo placement on select onsite signage at opening night reception, registration and plenary opening
- ❖ Sole logo placement on official ABFE conference bag
- ❖ Distribution of sponsor literature, samples or “give away” items in conference bag or registration
- ❖ Ten (10) full-presenting conference registrations
- ❖ 25-word description highlighting organization’s programs, products, goods or services in conference program
- ❖ Conference full-color ad with prominent placement
- ❖ On-screen recognition during plenary sessions & James A. Joseph Lecture & Awards Dinner
- ❖ Brief statement recognizing Presenting Sponsor from podium at a plenary session & James A. Joseph Awards Lecture & Dinner
- ❖ Reserved VIP seating in front of ballroom during James A. Joseph Lecture and Awards Dinner
- ❖ Representative on stage during presentation of James A. Joseph Lecture & Awards Dinner
- ❖ Promotion through media and all social media channels
- ❖ Prominent exhibitor space
- ❖ “Powered by” credit on conference mobile app and wi-fi





ABFE

A Philanthropic Partnership for Black Communities

\$50,000

Philanthropic Champion

(Customized Official Sponsor Opportunity)

Benefits

- ❖ Name and logo placement on print and online advertising materials promoting conference
- ❖ Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- ❖ Name and logo placement on select onsite signage at opening night reception, registration and plenary opening
- ❖ Eight (8) full-conference registrations
- ❖ Conference full-color ad with prominent placement
- ❖ Distribution of sponsor literature, samples or “give away” items in ABFE conference bag
- ❖ On-screen recognition during James A. Joseph Lecture & Awards Dinner and one (1) ABFE customized conference event
- ❖ Brief statement recognizing sponsor from podium James A. Joseph Awards Lecture & Awards Dinner and one (1) ABFE customized conference event
- ❖ Reserved VIP seating during James A. Joseph Lecture & Awards Dinner
- ❖ Representative on stage during presentation of one (1) ABFE customized conference event
- ❖ Promotion through media and all social media channels
- ❖ Prominent exhibitor space
- ❖ Mobile app listing





ABFE

A Philanthropic Partnership for Black Communities

\$25,000

Trailblazer Champion

Benefits

- ❖ Name and logo placement on print and online advertising materials promoting conference
- ❖ Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- ❖ Name and logo placement on select onsite signage at registration and/or outside sessions
- ❖ Five (5) full-conference registrations
- ❖ Acknowledgement through media and all social media channels
- ❖ Conference full-color ad – Prime placement
- ❖ Distribution of sponsor literature, samples or “give away” items in conference bag
- ❖ On-screen recognition during plenary sessions & James A. Joseph Lecture & Awards Dinner (Logo)
- ❖ Reserved seating during James A. Joseph A. Lecture & Awards Dinner
- ❖ Prime exhibitor space
- ❖ Mobile app listing





ABFE

A Professional Community for Black Executives

\$15,000

Responsive Champion

Benefits

- ❖ Name and logo placement on print and online advertising materials promoting conference
- ❖ Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- ❖ Name and logo placement on select onsite signage at Membership meeting and reception, registration and/or outside sessions
- ❖ Three (3) full-conference registrations
- ❖ Conference half-page-color ad
- ❖ Promotion through media & all social media channels
- ❖ On-screen recognition during plenary sessions
- ❖ Mobile app listing





ABFE

A Philadelphia University for Black Communities

\$10,000

Equity Champion

Benefits

- ❖ Logo placement on print and online advertising materials promoting conference
- ❖ Logo placement on conference microsite, ABFE-Conference.org
- ❖ Logo placement on select onsite signage at registration and/or outside sessions
- ❖ Two (2) full-conference registrations
- ❖ Conference full-color ad – Half-page
- ❖ Distribution of sponsor literature, samples or “give away” items in conference bag or registration
- ❖ On-screen recognition during plenary sessions
- ❖ Mobile app listing





ABFE

A Philanthropic Partnership for Black Communities

\$5,000

Supporter Champion

Benefits

- ❖ Logo placement on conference microsite, ABFE-Conference.org
- ❖ Conference full-color ad – Quarter page
- ❖ Distribution of sponsor literature, samples or “give away” items in conference bag or registration





ABFE

A Philanthropic Partnership for Black Communities

Program Ads

\$2,500

- One (1) full-page, full-color, (8.5 x 11)

\$1,000

- One (1) half-page, full-color, (8.5 x 5.5)

Program ads are due no later than Thursday, March 1, 2018. Program ad should be submitted in one of the following formats: Ai, EPS, PDF (Hi-Res), or TIFF.





ABFE

A Philanthropic Partnership for Black Communities

Contacts

Seitu Jemel Hart

Vice President of Membership & External Affairs

646.392.9872

sjhart@abfe.org

Evelyn Rivera

Director, Membership & Special Events

646.392.9868

erivera@abfe.org

