



ABFE

2020 ANNUAL CONFERENCE

Harambee

Let's All Pull Together

2020 Conference Sponsorship Opportunities

ABFE ANNUAL CONFERENCE 2020

April 16–18, 2020

RALEIGH, NORTH CAROLINA

Raleigh Marriott City Center



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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).

 @ABFE

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Overview

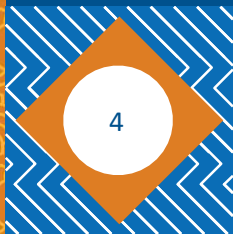


Harambee means “all pull together in Swahili. Its origin is based on the Kenyan principle of ‘collective self-reliance’ to mobilize resources and promote development.

In the tradition of Harambee, our 2020 conference is a call for collective action to increase public and private investments in Black communities, as well as build and protect Black institutional, political and economic power.

Harambee

Let's All Pull Together



ABFE Value Proposition



OUR AUDIENCE:

As a sponsor of ABFE's 2020 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 900 foundations, nonprofits and individuals impacting Black communities across the country.

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 Value Proposition

ABFE BY THE NUMBERS

400+

Attendance at ABFE
Conference 2019

3000+

Individuals reached through ABFE's
philanthropic network

900+

Members: Foundations,
Nonprofits
and Industry

1000+

Number of participants
in 2019 conference, workshops
and trainings

33

Number of states and
territories represent in
ABFE membership





ABFE

A Philanthropic Partnership for Black Communities

Sponsorship Opportunities



Signature Events



\$75,000 (Exclusive opportunity sponsor level)

ABFE Conference 2020 Closing Reception

\$50,000

James A. Joseph Lecture and Awards Dinner Ceremony

\$15,000

President's Reception & Dinner (Invite Only)

\$15,000

ABFE Industry Partners Power Breakfast (Invite Only)

\$15,000

Connecting Leaders Fellowship Program (CLFP) Reception



The Convener



\$75,000

Exclusive Presenting Sponsor Opportunity

- 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 welcome 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 and VIP welcome reception
- 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 and James A. Joseph Lecture & Awards Dinner
- Reserved VIP seating in front of ballroom during James A. Joseph Lecture & Awards Dinner
- Representative on stage during presentation of James A. Joseph Lecture & Awards Dinner
- Promotion through all social media channels
- Prominent exhibitor space
- “Powered by” credit on conference mobile app and Wi-Fi
- Remarks at signature events that organization sponsors as appropriate (two minutes max)
- Workshop panelist opportunity
- Inclusion in our Facebook ‘ABFE Conference 2020 Official Sponsors’ photo gallery
- One (1) invite to President’s Reception and Dinner (CEO only or CEO designee only)

Customized Official Sponsor Opportunity



\$50,000

Philanthropic Champion

- 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 all social media channels and official conference mobile app
- Prominent exhibitor
- Remarks at signature events that organization sponsors as appropriate (two minutes max)
- Workshop panelist opportunity
- Inclusion in our Facebook ‘ABFE Conference 2020 Official Sponsors’ photo gallery



Sponsor Opportunity



Trailblazer Champion

\$25,000

- 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
- Acknowledgment through conference press release and all social media channels and official conference mobile app
- Conference full-color 1/2 page ad – Prime placement
- Distribution of sponsor literature, samples or “giveaway” 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

Responsive Champion

\$15,000

- 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
- Three (3) full-conference registrations Acknowledgment through conference press release and all social media channels and official conference mobile app
- Conference 1/4 page color ad
- On-screen recognition during plenary sessions



Sponsor Opportunity



Equity Champion

\$10,000

- 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 (1/4 page)
- Distribution of sponsor literature, samples or “give away” items in conference bag or registration
- On-screen recognition during plenary sessions
- Mobile app listing

Supporter Champion

\$5,000

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



Program Ads*



\$2,500

- One (1) full-page, full-color (8.5 x 11)
- Sponsor's Logo on conference app



\$1,000

- One (1) half-page, full-color (8.5 x 5.5)
- Sponsor's Logo on conference app

\$500

- Sponsor's Logo on conference app

*Program ads are due no later than Monday, March 16, 2020.

Program ad should be submitted in one of the following formats:

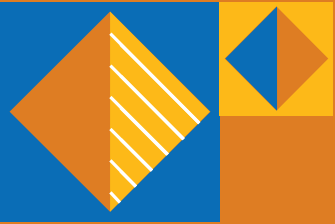
Ai, EPS, PDF (Hi-Res), or TIFF.





2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Contacts



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FOR MORE INFORMATION, VISIT ABFE.ORG.

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