



ABFE

Strengthening Black Communities
SINCE 1971

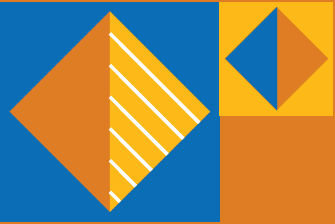
ABFE 50th Anniversary

2021

Sponsorship Opportunities

Conference, Convenings, and Programming





ABFE is celebrating **50 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](https://www.abfe.org).

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ABFE BY THE NUMBERS

400+

Attendance at ABFE
2020 Virtual Conference

900+

Members:
Foundations,
Nonprofits, and
Industry
Partners

36

Number of states and
territories represented
in ABFE membership

1,000+

Number of participants
in 2020 conference,
workshops and
trainings

3,000+

Individuals reached through
ABFE's
philanthropic network

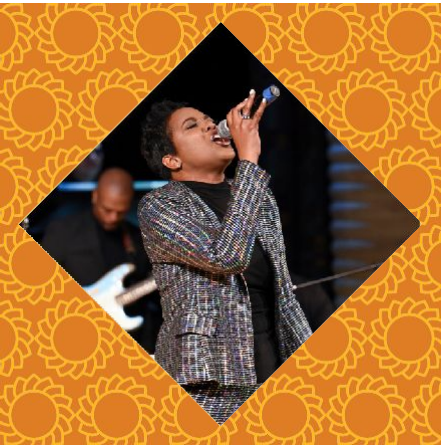




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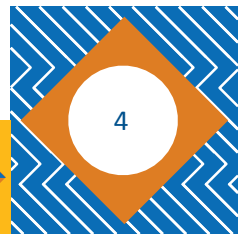
Conference Sponsorship Opportunities



- \$100,000 50th Anniversary Title Sponsor
- \$75,000 Convener Sponsor
- \$50,000 Philanthropic Champion Sponsor
- \$25,000 Trailblazer Sponsor
- \$10,000 Equity Champion Sponsor
- \$5,000 Supporter Champion Sponsor

Conference Entertainment Opportunities

- \$10,000 Virtual concert or performance (4)
- \$5,000 Virtual 30-minute fun breakouts (10)





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Sponsorship Matrix

SPONSORSHIP BENEFITS MATRIX	Supporter Champion \$5,000	Equity Champion \$10,000	Trailblazer Champion \$25,000	Philanthropic Champion \$50,000	Convener \$75,000	Title Sponsor \$100,000
Number Available	Unlimited	10	5	2	2	1
60-second promotional video or live speech during the opening ceremony						Yes
Social media "takeover" for four hours during the conference (organization works with ABFE team to determine content)						Yes
60-second promotional video or live speech during the closing awards ceremony					Yes	Yes
Closing reception sponsor (virtual party with DJ)				Yes	Yes	Yes
"Powered by" credit on conference mobile app and Wi-Fi (requirement for all conference attendees)				Yes	Yes	Yes
Distribution of sponsor literature, samples or "give away" items via download through conference app			Yes	Yes	Yes	Yes
Exhibition space in virtual exhibitor hall			Yes	Prominent	Prominent	Prominent
Logo placement with active links on registration page		Yes	Prominent	Prominent	Prominent	Prominent
Promotion through all social media channels		Yes	Yes	Yes	Yes	Yes
Inclusion in our Facebook 'ABFE Conference 2021 Official Sponsors' photo gallery		Yes	Yes	Yes	Yes	Yes
Conference Virtual Flipbook Advertisement		1/4 page	1/2 page	1/2 page, prominent	One (1) page, prominent	Two (2) page, prominent
Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org	Yes	Yes	Yes	Yes	Prominent	Most Prominent
Name and logo placement on email advertising materials promoting conference	Yes	Yes	Yes	Yes	Yes	Yes
Full Conference registration	One (1)	Two (2)	Four (4)	Six (6)	Eight (8)	Ten (10)





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50th Anniversary Title Sponsor

\$100,000

Exclusive Title Sponsor Benefits

- 60-second promotional video or live speech during the opening ceremony
- Social media "takeover" for four hours during the conference (organization works with ABFE team to determine content)
- 60-second promotional video or live speech during the closing awards ceremony
- Closing reception sponsor (virtual party with DJ)
- "Powered by" credit on conference mobile app and Wi-Fi (requirement for all conference attendees)
- Distribution of sponsor literature, samples or "give away" items via download through conference app
- Exhibition space in virtual exhibitor hall
- Logo placement with active links on registration page
- Promotion through all social media channels
- Inclusion in our Facebook 'ABFE Conference 2021 Official Sponsors' photo gallery
- Conference Virtual Flipbook Advertisement - *Two (2) pages, prominent placement*
- Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- Name and logo placement on email advertising materials promoting conference
- Ten (10) Full Conference registrations

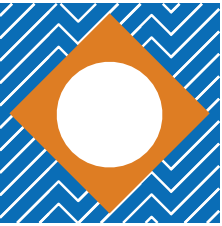




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The Convener



\$75,000

Sponsor Benefits

- Social media "takeover" for four hours during the conference (organization works with ABFE team to determine content)
- 60-second promotional video or live speech during the closing awards ceremony
- Closing reception sponsor (virtual party with DJ)
- "Powered by" credit on conference mobile app and Wi-Fi (requirement for all conference attendees)
- Distribution of sponsor literature, samples or "give away" items via download through conference app
- Exhibition space in virtual exhibitor hall
- Logo placement with active links on registration page
- Promotion through all social media channels
- Inclusion in our Facebook 'ABFE Conference 2021 Official Sponsors' photo gallery
- Conference Virtual Flipbook Advertisement - *One (1) page, prominent placement*
- Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- Name and logo placement on email advertising materials promoting conference
- Eight (8) full conference registrations





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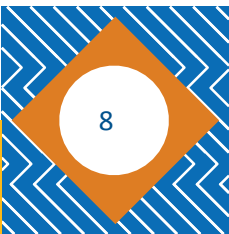


Philanthropic Champion

\$50,000

Sponsor Benefits

- 60-second promotional video or live speech during the closing awards ceremony
- Closing reception sponsor (virtual party with DJ)
- “Powered by” credit on conference mobile app and Wi-Fi (requirement for all conference attendees)
- Distribution of sponsor literature, samples or “give away” items via download through conference app
- Exhibition space in virtual exhibitor hall
- Logo placement with active links on registration page
- Promotion through all social media channels
- Inclusion in our Facebook ‘ABFE Conference 2021 Official Sponsors’ photo gallery
- Conference Virtual Flipbook Advertisement
- Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- Name and logo placement on email advertising materials promoting conference
- Six (6) full conference registrations





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Trailblazer Champion

\$25,000

Sponsor Benefits

- Distribution of sponsor literature, samples or “give away” items via download through conference app
- Exhibition space in virtual exhibitor hall
- Logo placement with active links on registration page
- Promotion through all social media channels
- Inclusion in our Facebook ‘ABFE Conference 2021 Official Sponsors’ photo gallery
- Conference Virtual Flipbook Advertisement - *1/2 page*
- Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- Name and logo placement on email advertising materials promoting conference
- Four (4) full conference registrations





Equity Champion

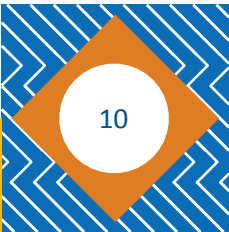
\$10,000

- Logo placement with active links on registration page
- Promotion through all social media channels
- Inclusion in our Facebook 'ABFE Conference 2021 Official Sponsors' photo gallery
- Conference Virtual Flipbook Advertisement - *1/4 page*
- Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- Name and logo placement on email advertising materials promoting conference
- Two (2) full conference registrations

Supporter Champion

\$5,000

- Name, logo and URL placement on ABFE.org and conference microsite, ABFE-Conference.org
- Name and logo placement on email advertising materials promoting conference
- One (1) full conference registration



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).

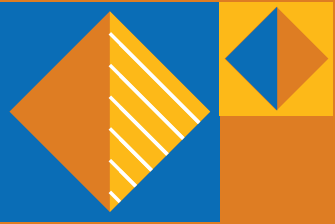
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