

AFP LEAD



AFP LEAD 2025, OCTOBER 16-18 IN ATLANTA, GEORGIA, PROVIDES CURRENT AND EMERGING FUNDRAISING LEADERS WITH THE TOOLS TO BE MORE EFFECTIVE IN THEIR ORGANIZATIONS AND FOR THE CAUSES THEY SUPPORT.



THE DETAILS

AFP LEAD is a three-day leadership development conference featuring educational content, interviews with thought leaders, and networking opportunities.

THE AUDIENCE

AFP membership includes 26,000+ active fundraisers representing a broad range of causes including education, healthcare, community development, and equity and inclusion. AFP LEAD attracts a high-level attendee audience including AFP chapter leaders, aspiring professionals new to fundraising or on track for leadership roles, and senior professionals looking to hone their leadership skills. AFP LEAD is projected to draw approximately 500 participants, with many more viewing conference content post-event through on-demand recordings. Recordings are provided free to live participants and available for a fee to others, extending the event and providing additional exposure for your brand.

Learn more about the program at afplead.org!

Sponsorships

PRESENTING SPONSOR | \$20,000

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CHAMPION SPONSOR | \$15,000

LEADERSHIP SPONSOR | \$10,000 (limit 3)

- Tabletop exhibit, located adjacent to General Session hall and conference rooms
- Opportunity to present one education session in the main conference program (subject to schedule availability)
- 1 pre-conference email blast, for distribution to registered attendees
- Use of registered attendee list (name, title, company and location only)
- Complimentary registration for four (4) attendees
- Selection of 1 Supplemental Promotional Opportunity (listed on page 3)
- Year-round recognition as an AFP Industry Supporter Partner (contact AFP for details)
- Recognition as sponsor through event signage; logo placement in the AFP LEAD attendee program (printed or digital), event website, and conference related emails; and your sponsorship will be recognized by our event host at our general session

PROGRAM SPONSOR | \$5,000 (limit 5)

- Tabletop exhibit, located adjacent to General Session hall and conference rooms
- Opportunity to present one education session in the main conference program **OR** One (1) pre-conference email blast, for distribution to registered attendees
- Use of registered attendee list (name, title, company and location only)
- Complimentary registration for two (2) attendees
- Recognition as sponsor through event signage; logo placement in the AFP LEAD attendee program (printed or digital), event website, and conference related emails; and your sponsorship will be recognized by our event host at our general session

SUPPORTING SPONSOR | \$2,500

- Opportunity to purchase a tabletop exhibit add-on for \$1,500
- Recognition as sponsor through event signage; logo placement in the AFP LEAD attendee program (printed or digital), event website, and conference related emails; and your sponsorship will be recognized by our event host at our general session



Supplemental Promotional Opportunities & Donations

To purchase a supplemental promotional opportunity, sponsor must be a Presenting, Champion, Program or Supporting Sponsor.

OPENING PLENARY SESSION | \$3,000

CLOSING PLENARY SESSION | \$3,000

OPENING RECEPTION | \$2,000

LUNCH - BOTH DAYS | \$2,000

BREAKFAST - BOTH DAYS | \$2,000

CONFERENCE APP | \$1,500

Recognition includes logo exposure on printed signage and additional banner advertising within the mobile app.

CONFERENCE WI-FI | \$1,500

Recognition includes logo exposure on printed signage and ability to customize password.

PRE OR POST-CONFERENCE EMAIL BLAST | \$1,000

Emails blasts are not sent in the 5 business days preceding and following AFP LEAD. Subject to availability at time of contract. Specs and deadlines will be provided at or following email date selection.

DONATIONS

\$5,000 DONATION

Recognition on event signage, on the donation page of the AFP LEAD website, and two complimentary registrations to AFP LEAD 2025

\$2,500-\$4,999 DONATION

Recognition on event signage, on the donation page of the AFP LEAD website, and one complimentary registration to AFP LEAD 2025

\$1,500-\$2,499 DONATION

Recognition on event signage and on the donation page of the AFP

CONTACT US



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