



**Association of Fundraising Professionals
Wisconsin Chapters
Sponsorships for Fundraising Day Wisconsin
June 24, 2025**

12th Annual Fundraising Day Wisconsin

A collaborative effort among the Wisconsin Chapters of the Association of Fundraising Professionals (AFP), this one-day conference brings together over 300 fundraising professionals, nonprofit leaders, and changemakers. Fundraising Day Wisconsin is a key professional development event for both seasoned experts and newcomers.

This year's theme, "United for Impact," centers on the power of philanthropy, advocacy, and collaboration, encouraging all of us to unite our efforts to make a meaningful and lasting impact in our communities.

We invite you to become a sponsor and support the ongoing success and growth of this event. Sponsorship provides valuable marketing and promotional opportunities, reaching attendees and a broader audience across Wisconsin and Northern Illinois.

Event Details

American Family Insurance (Madison, WI) will host Fundraising Day Wisconsin on June 24, 2025 from 7:30am-5:00pm. Individual registration and more details available at this link: <https://www.afpmadison.org/fundraising-day-wisconsin>.

Sponsorship Opportunities:

Presenting: \$4,000 (1 Available)

- Name + Logo on print and electronic conference promotional materials (conference flier, [webpage](#), and other materials) distributed to AFP chapters across WI and northern IL and select non-AFP organizations
- Name + Logo on continental breakfast table
- Includes the following benefits:
 - 2 complimentary invitations to pre-dinner with conference presenters
 - 2 complimentary conference registrations
 - 3-5 minute address to ~300 attendees at opening general session keynote
 - 1 direct marketing email sent to conference attendees via AFP Greater Madison listserv, no direct access to list
 - Provide giveaway item at the opening session
 - Host an information table at the conference



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General Session: \$2,500 (1 Available)

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- Name + Logo on continental breakfast table
- Includes the following benefits:
 - 2 complimentary conference registrations
 - 3 minute address to ~300 attendees at 1 closing general session keynote
 - Provide giveaway item at the opening session
 - Host an information table at the conference

Concurrent Workshop: \$1,500 (4 Available)

- Name + Logo on conference flier, distributed to AFP chapters across WI and northern IL and select non-AFP organizations, and conference [webpage](#)
- Includes the following benefits:
 - 1 complimentary conference registration
 - 3 minute address to ~50-75 attendees at 1 morning or afternoon session of your choice (sponsors select in order of sponsorship confirmed)
 - Host an information table at the conference

Break Sponsor: \$1,000 (2 Available)

- Name + Logo on conference flier, distributed to AFP chapters across WI and northern IL and select non-AFP organizations, and conference [webpage](#)
- Includes the following benefits:
 - 1 complimentary conference registration
 - Display company information in conference break area
 - Host an information table at the conference

Advocate Sponsor: \$500 (8 Available)

- Name + Logo on conference flier, distributed to AFP chapters across WI and northern IL and select non-AFP organizations, and conference [webpage](#)
- Organization name and logo on conference registration website, linked through both the AFP Madison
- Includes the following benefit:
 - 1 complimentary conference registration



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SPONSORSHIP FORM

To confirm your sponsorship for this event, please email Jen at admin@afpmadison.org with the following information:

SPONSOR INFORMATION

Company/Organization: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

SPONSOR LEVEL

_____ \$4,000 Presenting Sponsor

_____ \$2,500 General Session Sponsor

_____ \$1,500 Concurrent Workshop Sponsor

_____ \$1,000 Break Sponsor

_____ \$500 Advocate Sponsor

SPONSOR PAYMENT

If you need an **invoice**, please contact Jen at admin@afpmadison.org.

Make **checks** payable to **AFP Greater Madison Chapter** and mail to:
Association of Fundraising Professionals Greater Madison Chapter
251 Sandridge Trail
Sun Prairie, WI 53590

Thank you for your generous support of philanthropy in Greater Madison.