



## SOMETHING FOR EVERYONE

Thursday, May 27, 2010  
METRO TORONTO CONVENTION  
CENTRE SOUTH BUILDING

March 2010

Dear Potential Sponsor:

The Association of Fundraising Professionals (AFP) Greater Toronto Chapter's Fundraising Day is a one-day conference on Thursday May 27, 2010 at the Metro Toronto Convention Centre providing 450 fundraising professionals representing 200 non-profit organizations a forum to advance their knowledge and practical skills, by offering 24 seminar sessions on a range of fundraising topics.

As a community minded business, we invite you to step up and have a direct and immediate impact on the not-for-profit sector by sponsoring this important event. This is an ideal opportunity to enhance your current community investment by supporting this sector-wide initiative and/or support a client who is a presenter.

Sponsoring opportunities at Fundraising Day have their benefits. They are a low cost and effective way to increase brand awareness; a low cost way to strengthen your company's leadership position; and a low cost way to establish and improve customer relations.

AFP Greater Toronto Chapter is the largest Chapter of this international membership association. Our membership includes a cross-section of fundraising professionals representing the largest to the smallest not-for-profit organizations in the Greater Toronto area. Fundraisers rely on events such as Fundraising Day and the Exhibitor's Showcase to keep abreast of new developments in their profession and to learn about the many products and services that will help them be effective.

This prospectus offers opportunities for your company to support AFP Greater Toronto Chapter's one-day event and the fundraising profession. In doing so, you will contribute to the continuing education of fundraising professionals - ultimately benefiting the countless charities that rely on highly trained staff to raise funds on behalf of people and issues that improve the quality of life for us all.

If you have any questions, please call me at 416-941-9212 or toll free (anywhere in Canada) at 1-800-796-7373, or email me at [cquigley@afptoronto.org](mailto:cquigley@afptoronto.org)

Sincerely,  
*Cynthia Quigley*

Cynthia Quigley  
Manager Administration,  
AFP Greater Toronto Chapter

**The Sponsorship:** This investment opportunity allows for a full package of sponsor benefits and recognition vehicles, including:

	Full Fundraising Day (includes Luncheon) \$3,500 SOLD	50 <sup>th</sup> Anniversary Reception & Annual General Meeting \$3,000	Delegate Name Badge & Lanyard \$2,800 SOLD	Fundraising Day Website \$2,000 SOLD	Fundraising Day Delegate Bag \$2,000 SOLD
Access to delegates list both pre- and post-conference	●	●	●	●	●
Complimentary Booth in prominent location	●	●	●	●	●
Complimentary registration to attend the full day program	●x4	●x4	●x3	●x3	●x3
Link to company's website on AFP Greater Toronto Chapter's website	●	●	●	●	●
Logo recognition in conference brochure	●	●	●	●	●
Logo on event banner & other poster signage	●	●	●	●	●
Opportunity for material distribution in delegate's welcome package	●	●	●	●	●
Logo recognition on the screens in the Lunch room	●	●	●	●	●
Invitation to the 50 <sup>th</sup> Anniversary reception	●	●	●	●	●
Complimentary Luncheon Ticket	●x4	●x4	●x3	●x3	●x3
Half-page ad in the conference brochure		●	●	●	●
Opportunity for sponsor to speak from the podium	●	●			
Logo placement on podium in sponsored event room	●	●			
Full-page ad in conference brochure	●				
Opportunity for material distribution at each place setting	●				
Logo recognition on lanyard & name badge			●		
Logo recognition with link to company website on the header for the Fundraising Day website				●	
Logo recognition on the delegate welcome bag					●

	Track Session \$1,850	Registration Desk \$1,500	Book Booth \$1,500 SOLD	Breakfast & Coffee Breaks \$1,500 SOLD	4 Roll-Up Welcome Banners \$1,000	Session Sponsor \$700.00	Scholarship \$300
Access to delegates list both pre- and post-conference	●	●	●	●	●	●	●
Complimentary Booth in prominent location	●	●	●	●	●		
Link to company's website on AFP Greater Toronto Chapter's website	●	●	●	●	●	●	●
Logo recognition in conference brochure	●	●	●	●	●	●	●
Logo on event banner & other poster signage	●	●	●	●	●	●	●
Opportunity for material distribution in delegate's welcome package	●	●	●	●	●	●	●
Logo recognition on the screens in the Lunch room	●	●	●	●	●	●	●
Invitation to the 50 <sup>th</sup> Anniversary	●	●	●	●	●	●	●
Complimentary Luncheon Ticket	●x2	●x2	●x2	●x2	●x2	●x1	●x1
Complimentary registration to attend the full day program	●x2	●x1	●x1	●x1	●x1		
Banner Recognition		●	●				
Logo placement on podium in sponsored event room	●					●	
Opportunity for sponsor to speak from the podium	●					●	
Logo recognition at breakfast & coffee break stations				●			
Logo recognition on all 4 banners each placed strategically throughout the conference facility					●		
Sponsor to meet bursary recipient at lunch							●

## *AFP Fundraising Day 2010: Something for Everyone*

### *Speakers and Session Titles*

#### *Green Level Sessions are of general interest and are open to everyone*

Ms. Pati Greenwood, CFRE, Pathways to Education

Ms. Emma Lewzey, CFRE, The Redwood

Ms. Donna Raetsen-Kemp, Station Gallery

**Topic:** Small Shop Institute, Part I & II

Mr. Gerald Hunt, Ryerson University

**Topic:** Change Within Organizations: Moving From Wish to Reality

Ms. Ruth MacKenzie, Volunteer Canada

**Topic:** Free help: How to Motivate, Recruit and Retain the Best Volunteers Out There

Ms. Suzanne Duncan, MA, CFRE, The Woodgreen Foundation

**Topic:** Nuts & Bolts of Fundraising

Mr. Rahul Bhardwaj, Toronto Community Foundation

**Topic:** Social Inclusion in Fundraising: Building a Common Language

Mr. Chris Carter, Chris Carter Marketing

**Topic:** The Annual Fund & Direct Mail Workshop

Mr. Denny Young, MA, CFRE, Toronto Symphony Orchestra

**Topic:** Special Events 101

#### *Yellow Track Sessions offer more advanced instruction and are open to everyone*

Ms. Wendy Cecil (Volunteer with St. Mike's Hospital Foundation)

Ms. Alayne Metrick, FAHP, St. Michael's Hospital Foundation

**Topic:** Win-Win Relationships with Key Volunteers

Ms. Michelle Osborne, University of Toronto

Ms. Lucia Stephenson, United Way Toronto

**Topic:** Planned Giving

Ms. Susanne Ivey Cook

Ms. Marvi Ricker, BMO and Past President, Ivey Foundation

**Topic:** Intergenerational Fundraising – Appealing to the hearts and minds of Familial Philanthropists

Ms. Sherri Freedman, The Princess Margaret Hospital Foundation

**Topic:** Building Your Career by Staying Put!

Mr. Anthony Holl, CFRE, Leading Innovation in Philanthropy

**Topic:** Making the Ask in Relationship Philanthropy

Ms. Heather Hurst, West Park Healthcare Centre Foundation

Mary Koutsoubos, Soulepper Theatre Company

Mr. Ken Mayhew, MS Society of Canada

Captain John Murray, The Salvation Army

Ms. Nicole Nakoneshny, KCI (Ketchum Canada Inc.) (moderator)

**SOLD - Topic:** “What Percentage of My Donation will go to the Cause?”

Mr. Bryan McKinnon, Public Outreach

**Topic:** Monthly Giving

Mr. Mike Fuhrmann, United Way Toronto

Ms. Taslim Somani, Stephen Thomas

**Topic:** New Technology Campaigns

***Red Track Sessions are for professionals at a senior level***

Mr. Rob Lamb, Canadian Opera Company

Mr. Peter Simon, RCM

Ms. Shawn St. Michael, Art Gallery of Ontario

Ms. Megan Campbell, CFRE, The Royal Conservatory of Music (moderator)

**SOLD - Topic:** Lessons from the Cultural Renaissance in Toronto

Panel – To be Confirmed

Ms. Avon MacFarlane, The Offord Group (moderator)

**Topic:** Women and Philanthropy

Mr. Tad Brown, LL.B., University of Toronto

**Topic:** Privacy Legislation and CRA News

Mr. Paul Alofs, The Princess Margaret Hospital Foundation

Mr. Emmanuelle Gattuso (Donor to The Princess Margaret Hospital Foundation)

**Topic:** One-on-One with a Donor

Ms. Sharon Avery, UNICEF

**Topics:** Fundraising Locally, Nationally, Internationally

Panel – To be Confirmed

Ms. Monique Giroux, CIBC (moderator)

**Topic:** Creating Value for Your Corporate Partners

Mr. Greg Thomson, Charity Intelligence Canada

**Topic:** Measuring Return on Social Investing

Ms. Marilyn Emery, Women's College Hospital

Ms. Frances Lankin, United Way Toronto

Ms. Ratna Omidvar, Maytree Foundation

Ms. Barbara Track, CFRE, Woodsworth College, University of Toronto (moderator)

**Topic:** DiverseCity onBoard