



Arizona Gives Day has raised more than \$7.4 million for Arizona nonprofits since 2013.

Arizona Gives Day 2017

The Alliance of Arizona Nonprofits and Arizona Grantmakers Forum invite you to join us on April 4, 2017 as we aim to raise millions of dollars for Arizona nonprofits. This is a tremendous opportunity to show your support for the entire nonprofit sector and make a difference in our local communities. To make Arizona Gives Day 2017 successful, we need additional community and business partners to provide support. Partnership Levels can be adjusted to fit the needs of your organization.

Your support can:

- Add an additional prize category and a chance for winners to take their missions to the next level
- Enable nonprofits outside of major metro areas to take advantage of marketing opportunities
- Increase marketing and public relations campaigns throughout the state
- Ensure nonprofits receive the webinar training they need to be most successful
- Provide a mail campaign to notify Arizona nonprofits to register for Arizona Gives Day

\$25,000+ Platinum Receive Gold Level benefits plus:

- Logo printed on all print advertising and posters/postcards - secure by January 31, 2016
- Alliance newsletter/social media story spotlight during year (7,400+ circulation)
- Ad placement on arizonanonprofits.org website and Alliance e-newsletter during month before Gives Day (7,400+ circulation; Alliance's highest member engagement rate annually)

\$15,000 Gold Receive Silver Level benefits plus:

- Social media mentions by azgives in week leading up to and on Arizona Gives Day
- Inclusion in follow-up/thank you email to all donors (20,000+ circulation)
- Logo prominently displayed on azgives.org homepage

\$10,000 Silver Receive Copper Level benefits plus:

- Logo shown at all Arizona Gives Day webinar training sessions (500+ people)
- Opportunity to present prizes and photo opportunity at Celebration Party after Gives Day

\$5,000 Copper Receive Bronze Level benefits plus:

- Logo displayed on azgives.org homepage
- Name included in all press releases and media alerts

\$2,500 Bronze Benefits include:

- Name listed on azgives.org homepage
- Live mention at Celebration Party after Arizona Gives Day

For more information about Arizona Gives Day contact Jennifer Purcell, Director of Community Engagement, at the Alliance of Arizona Nonprofits. Email: jenniferp@arizonanonprofits.org Direct: 602-279-9166





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Underwriting or In Kind Opportunities (\$3,000-\$50,000)

Direct Mail - \$7,500 1 available

Underwrites the cost of an Arizona Gives Day targeted direct mail campaign to over 25,000+ potential donors and/or 20,000+ nonprofits. Logo will be placed with recognition as Direct Mail Sponsor on all direct mail postcards and on the azgives.org home page. Nonprofit direct mail to be done Oct 2016-Jan 2017. Donor direct mail Feb-Mar 2017.

Training- \$3,000 1 available

Underwrites the cost of providing Arizona Gives Day training workshops to nonprofits. Topics would be lead by experts talking about topics such as online/e-mail marketing, social media marketing, cultivating relationships and more. Logo will be prominently placed with recognition as Nonprofit Training Sponsor on all webinar materials and included on the azgives.org home page.

Printing –\$7,500-\$10,000 1 available

Underwrites the printing cost of all non-customized posters, postcards and stickers for nonprofits and community partners statewide. Logo will be placed on all print ads, posters and postcards with recognition as Print Sponsor on the azgives.org home page.

Marketing - \$5,000-\$50,000

Underwrites the cost of any one of the available Arizona Gives Day paid advertising mediums – social media, digital, print, radio, television, etc. Logo will be prominently placed with recognition as a Marketing Sponsor on the azgives.org home page and included on materials when possible.

E-mail Advertising - \$1,000-\$10,000

Underwrites scheduled e-mail communication sent to nonprofit organizations and/or past donors. Logo will be placed on e-mail communication as E-mail Sponsor.

Celebration Party- \$5,000 1 available

Underwrites the enhancement of digital advertising for areas outside of Metro Phoenix allowing for an increased number of potential donors to be touched and driven to the Arizona Gives Day web page. Logo will be placed on the azgives.org landing page as Digital Advertising Sponsor.

Landing Page – \$5,000-\$10,000 1 available

Underwrites the creation of a new landing page allowing for a more informative page with clearer navigation for donors and nonprofit organizations. Logo prominently placed on azgives.org web page as Landing Page Sponsor. Approximately 20,000+ unique visitors will view page.

Arizona Gives Day Contact:

Alliance of Arizona Nonprofits

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