



2017 Advocacy Program – A Day of Advocacy & Workshops

Presenting Sponsor \$3,000

The Advocacy Program is a yearlong educational series hosted by the Alliance of Arizona Nonprofits. The exclusive Presenting Sponsorship provides your organization with the opportunity to meet nonprofit professionals throughout Arizona and provide an important tool to increase the sector's understanding of advocacy.

Nonprofits and industry professionals have a vital role to play in educating and collaborating to advocate for causes, programs and students. Contrary to popular misconception, nonprofits, public charities and other stakeholders can lobby, though not all advocacy requires direct action in the halls of Congress or at the State Capitol. Our workshops provide easy steps on how to begin including public policy within an organization and assisting organizations to become a better advocates by sharing their stories and impact in the community.

The goals of the Advocacy Program are for nonprofits learn:

- What advocacy is
- Why they should advocate
- How they can engage in advocacy effectively
- Myths and facts about lobbying and public policy
- Best practices in working with legislators



Your support of the Advocacy Program will allow the Alliance to host:

- *A Day of Advocacy* at the legislature January 26, 2017 (Cost: \$1,000)
 - 70-80 nonprofit professionals/leaders
 - Panel event at State Capitol Building
 - Small group meetings with Arizona State Senators and Representatives
 - Provide lunch and networking time
 - Attend an afternoon legislative session in the visitors gallery
 - Members only event
- *Advocacy workshops* statewide in 2017 (Cost: \$2,000)
 - Phoenix (2), Tucson, Flagstaff/Prescott
 - Workshops are 1.5-2 hours in length and include approximately 30 minutes for additional questions and networking
 - Provide materials and actionable take-aways



Sponsorship Benefits:

- Exclusive sponsorship for 2017 and first right of refusal for 2018
- Event/Workshops promoted as the “A Day of Advocacy presented by <Org Name>” or similar
- Sponsor logo will appear on Alliance website and all event/workshop promotion, including but not limited to:
 - Website
 - Social media (Facebook 2,200/Twitter 4,500)
 - Newsletter and e-mail marketing (7,400+ circulation; nonprofit members and community members)
 - Printed materials
 - Event A/V and thank you
- Sponsor may take a 2 minute live introduction to kick off the event/workshop
- Sponsor may include a handout, flyer or brochure in participant material
- Sponsor may display promotional sign, materials and/or products at workshop venue
- Name of sponsor included in any press release
- Opportunity for 1-2 team members to attend A Day of Advocacy and workshops

For more information about the Advocacy Program or other sponsorship opportunities with the Alliance of Arizona Nonprofits call or email:

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