



2018 Nonprofit Day of Advocacy w/ Arizona State Legislators

Presenting Sponsor \$1,500

While the Alliance of Arizona Nonprofits participates in advocacy conversations and discussion year-round, the Nonprofit Day of Advocacy is our opportunity to really give our nonprofit members the hands-on experience they need. The exclusive Presenting Sponsorship provides your organization with the opportunity to provide an important education opportunity 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 pre-workshop will provide steps on how each individual can become a better advocate by sharing their stories and impact on the community in a relatable way. The ultimate goal is to engage these individuals so they begin to include lobbying as a best practice within their own organization.

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 24, 2018
 - 60-70 nonprofit professionals (CEO's) and leaders (board members)
 - Advocacy pre-training at State Capitol Building
 - Small group meetings with Arizona State Senators and Representatives
 - Provide lunch and networking time – St. Mary's Food Bank has generously agreed to provide lunch.
 - Attend an afternoon legislative session in the visitor's gallery
 - Alliance members only event



Sponsorship Benefits:

- Exclusive sponsorship for 2018 and first right of refusal for 2019
- Event promoted as the “A Day of Advocacy presented by <Org Name>” or similar
- Sponsor logo will appear on Alliance website and all event promotion, including but not limited to:
 - Logo and hyperlink on our Advocacy webpage on the new Alliance website
 - Social media (Facebook 2,200/Twitter 4,500)
 - Newsletter and e-mail marketing (8,000+ circulation; nonprofit members and community members)
 - Printed materials
 - Event A/V and thank you communication
- Sponsor may take a 2 minute live introduction to kick-off the event
- Sponsor may include a handout, flyer or brochure in participant material and/or at event
- Sponsor may display promotional sign, materials and/or promotional items at event
- Name of sponsor included in any press release
- Opportunity for 2 team members to attend Day of Advocacy and workshops

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

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