



Florida Caucus Annual Conference
Planet Philanthropy 2012



Call for Sponsors and Exhibitors

Saturday, June 2 – Monday, June 4
Gaylord Palms Resort & Convention Center
Orlando, Florida



www.planetphilanthropy.org



Planet Philanthropy

AFP Florida Conference



The Florida Caucus of the Association of Fundraising Professionals welcomes businesses and foundations that want to increase their presence within Florida's nonprofit sector to consider sponsorship at Planet Philanthropy 2012. Hundreds of nonprofit leaders will convene in Orlando Florida for a two-day conference filled with skill-building sessions, thought-provoking plenaries, networking and exhibits.

Attendees of Planet Philanthropy 2012 represent all different types and sizes of nonprofits, and will represent a range of job responsibilities, including leadership, governance, fundraising, financial management, communications, technology, public policy and advocacy, among others. Product and service vendors like you will be able to reach participants before, during and after the Annual Conference through recognition in promotional brochures, on the conference website, in the conference program and during plenary sessions. As a sponsor or exhibitor you will have a chance to meet with hundreds of nonprofit leaders looking for solutions to their organization's challenges.

The nonprofit sector...

- Employs more than 630,000 people in the state of Florida
- Is the fourth largest employer among Florida industries
- Between Nonprofits and Foundations, it holds assets exceeding \$91 billion
- Generates more than \$48 billion in total revenue, expending over \$44 billion
- Generates more than \$61 billion in total economic activity

Please call us if you have any additional questions or visit www.planetphilanthropy.org. We are looking forward to your future participation. Thank you for your consideration.

Yours in philanthropy,

Lisa Blackwelder

BETA Center

Chair, Planet Philanthropy 2012

407.234.5472 • lblackwelder@betacenter.org

Jennifer Vigne, CFRE

Saint Stephen's Episcopal School

Co-Chair, Planet Philanthropy 2012

941.746-2121 ext. 118 • jvigne@saintstephens.org



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About AFP

The Association of Fundraising Professionals (AFP) represents more than 30,000 members in over 213 chapters throughout the world, working to advance philanthropy through advocacy, research, education, and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. For more information or to join the largest association of development professionals, visit AFP at www.afpnet.org.

About the Florida Caucus

The AFP Florida Caucus is a coalition of the 17 AFP Florida Chapters and the Puerto Rico Chapter. The purpose of the AFP Florida Caucus is to provide education, collaboration and networking opportunities for AFP members in the Florida Caucus chapters. www.planetphilanthropy.org

NEW in 2012 – AFP Florida Caucus Collaborates with AFP International

AFP International will be hosting the inaugural AFP International TechKnow Conference immediately following Planet Philanthropy. AFP International TechKnow will be June 4-6 at the same location – Gaylord Palms Hotel. A discount is being offered if you participate in both conferences.

Conference Topics

Include: Annual Campaigns; Major Gifts; Capital Campaigns; Government Relations; Corporate Giving; Private, Family AND Community Foundation Giving; Technology; Social Media; Capital Campaigns; Planned Giving; Senior Leadership and Management; Board Development; Marketing and Volunteerism.

Tentative Sponsor and Exhibitor Show Agenda

Saturday, June 2, 2012

10:00 am	–	6:00 pm	Sponsor and Exhibitor Set-up
3:00 pm	–	6:00 pm	Attendee registration in Exhibit Hall
TBD			Ticketed Evening Event

Sunday, June 3, 2012

8:00 am	–	8:30 am	Attendee Breakfast
10:00 am	–	10:45 pm	Break with Attendees in Exhibit Hall
12:00 pm	–	1:30 pm	Attendee Lunch
2:45 pm	–	3:15 pm	Break with Attendees in Exhibit Hall
5:30 pm	–	7:30 pm	Reception - Planet Philanthropy and TechKnow Attendees Together in Planet Philanthropy Exhibit Hall (1000+ expected)

Monday, June 4, 2012

8:00 am	–	8:30 am	Attendee Breakfast
10:00 am	–	10:45 am	Break with Attendees in Exhibit Hall
12:00 pm	–	1:30 pm	Attendee Lunch
4:30 pm			Planet Philanthropy Ends

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CONFERENCE TITLE SPONSORSHIP\$25,000

- Save 10% if paid by January 31, 2012 (\$22,500)
- Listing as the Title Sponsor (i.e. Planet Philanthropy 2012 Presented by Your Company Name Here) on all materials, logo on the conference website, on all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Welcome attendees (2-minute Infomercial) at the start of each key event (breakfast, luncheon, reception, etc)
- Company logo on conference bag & information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- Your banner with logo displayed at the conference
- List of conference attendees provided in advance, and final conference attendee list
- Six complimentary registrations to the conference*
- Six complimentary tickets to the Saturday evening activity

MAJOR SPONSORSHIP\$15,000

- Save 10% if paid by January 31, 2012 (\$13,500)
- Listing as Major Sponsor, with your logo on the conference website, on all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Welcome attendees (1-minute Infomercial)
- Company logo on conference bag & information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- Your banner with logo displayed at the conference
- List of conference attendees provided in advance, and final conference attendee list
- Four complimentary registrations to the conference*
- Four complimentary tickets to the Saturday evening activity

SUNDAY EVENING RECEPTION (PLANET PHILANTHROPY & TECHKNOW 1,000+ EXPECTED)\$10,000 (exclusive)or \$5,000 (two shared)

- Save 10% if paid by January 31, 2012
- Listing as Joint Reception Sponsor with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Your banner displayed in the reception area
- Welcome remarks at the Joint Reception (2-minute Infomercial)
- Table signage at food and beverage stations
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations* (\$5k level) or four (\$10k level)
- Two complimentary tickets to Saturday event. (\$5k level) or four tickets (\$10k level)

SATURDAY EVENING SOCIAL SPONSOR.....\$2,000

- Save 10% if paid by January 31, 2012
- Listing as Social Sponsor, with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Welcome attendees at special social activity (2-minute Infomercial)
- Table signage at food and beverage stations
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- Company literature displayed at the social activity location
- List of conference attendees provided in advance, and final conference attendee list
- 2 complimentary tickets to the Sunday evening activity
- One complimentary conference registration*



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RECHARGE ZONE:\$3,500

- Save 10% if paid by January 31, 2012
- Company logo and banner on display in designated set-up area for participants to RECHARGE with electronic access, power strips and high top tables
- Listing as Recharge Zone Sponsor with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Information and/or ad specialty item inside the conference bag
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations*
- Optional complimentary exhibit table

CONFERENCE BAG SPONSOR:.....\$3,500

- Save 10% if paid by January 31, 2012
- Your logo on the Conference Bags
- Listing as Bag Sponsor with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations*

LUNCHEON: Sunday and/or Monday \$ 3,500 each

- Save 10% if paid by January 31, 2012
- Listing as Luncheon Sponsor with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Your banner displayed in the banquet room during the luncheon
- Welcome remarks at the luncheon by your representative (1-minute Infomercial)
- Table signage at food and beverage stations
- Introduction of the Keynote speaker by your representative
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations*

BREAKFAST SPONSOR: Sunday and/or Monday \$3,500 each

- Save 10% if paid by January 31, 2012
- Listing as Breakfast Sponsor with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Your banner displayed in the banquet room during the breakfast
- Welcome remarks at the breakfast by your representative (1-minute infomercial)
- Table signage at food and coffee stations
- Introduction of the Keynote speaker by your representative
- Information and/or ad specialty item inside the Conference bag
- Complimentary exhibit table in a premier location
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations*



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PRINTING SPONSOR:\$3,500

- Save 10% if paid by January 31, 2012
- Listing as Printing Sponsor with your logo on the conference website, in all conference materials, in addition to mailings, email alerts, and press releases (sent to more than 1,000 contacts)
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table in a premier location
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations*

BREAK SPONSOR: (Sunday morning &/or afternoon Monday afternoon).....\$ 2,000 each

- Save 10% if paid by January 31, 2012
- Your banner in the Foyer during sponsoring break
- Logo on conference website
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table
- List of conference attendees provided in advance, and final conference attendee list
- Two complimentary conference registrations*

EDUCATION TRACK SPONSOR: (6) opportunities available.....\$1,500 each

- Save 10% if paid by January 31, 2012
- Sign with your logo and name placed at the entrance of the meeting room
- Opportunity for Track Sponsor to introduce speaker and provide a 1-minute infomercial at the start each sponsored session
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table
- List of conference attendees provided in advance, and final conference attendee list
- One complimentary conference registration*

Tentative Topics Include: Annual Campaigns; Major Gifts; Capital Campaigns; Government Relations; Corporate Giving; Private, Family AND Community Foundation Giving; Technology; Social Media; Capital Campaigns; Planned Giving; Senior Leadership and Management; Board Development; Marketing and Volunteerism.

LANYARD SPONSOR:..... \$1,000

- Save 10% if paid by January 31, 2012
- Corporate name and logo on conference attendee lanyard
- Information and/or ad specialty item inside the conference bag
- Complimentary exhibit table
- List of conference attendees provided in advance, and final conference attendee list
- One complimentary conference registration*

EXHIBITOR:.....\$850 each

- Save \$50 if paid by January 31, 2012
- 6-foot skirted exhibit table
- Information and/or ad specialty item inside the conference bag
- List of conference attendees provided in advance, and final conference attendee list
- One complimentary conference registration*

NOTE: Drayage/shipping, storage, electricity, and internet access are **not** included in exhibitor or sponsor rates and will require additional charges to be paid directly to the Gaylord Palms.

**Any additional staff or representatives attending with exhibitors will pay published rate if they want to partake of meals. Information and/or ad specialty item for the conference bag must be provided by sponsoring company/organization.*



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SPONSOR / EXHIBITOR CONTRACT

_____ YES, We will participate in the June 2 - 4, 2012 AFP Planet Philanthropy Conference

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ E-mail: _____

Additional Attendee: _____ E-mail: _____

Additional Attendee: _____ E-mail: _____

Sponsorship Level: _____ Signature: _____

Sponsorship:	Early Bird payment by January 31, 2012	Regular payment by May 1, 2012
Presenting Sponsor	\$22,500	\$25,000
Major Sponsor	\$13,500	\$15,000
Saturday Evening Social	\$4,500	\$10,000
Sunday Joint Reception	\$4,500	\$5,000
RECHARGE Zone	\$3,000	\$3,500
Conference Bag	\$3,000	\$3,500
Printing	\$3,000	\$3,500
Luncheon Sun / Mon	\$3,000	\$3,500
Breakfast Sun / Mon	\$3,000	\$3,500
AM Break Sun / Mon	\$1,750	\$2,000
PM Break Sun only	\$1,750	\$2,000
Education Track	\$1,350	\$1,500
Exhibitor:	Early Bird payment by January 31, 2012	Regular payment by May 1, 2012
Exhibitor	\$800	\$850

Thank you for investing in Planet Philanthropy 2012

Sponsorship Co-Chairs:

Lisa Blackwelder • lblackwelder@betacenter.org • 407.234.5472

Donna Marino • dmarino@valenciacollege.edu • 407.491.5757

Exhibitor Co-Chairs:

John Capurso • jpcapurso@comcast.net • 305.650.2535

Jan Chester • jan.chester@myplannedparenthood.org • 941.365.3913 ext. 1113

Payable to: AFP Florida Caucus, Jan Chester, Caucus Treasurer • 736 Central Ave., Sarasota, Florida 34236

For credit cards (Visa, MasterCard, AMEX or DiscoverCard) visit our website at www.planetphilanthropy.org