



Community Foundation

for Loudoun and Northern Fauquier Counties

We Grow Community Giving



SPONSORSHIP PACKAGE

2024

Who We Are

Community Foundation for Loudoun and Northern Fauquier Counties

The Community Foundation for Loudoun and Northern Fauquier Counties brings together people who care about their community by building everlasting grantmaking endowment—**fund by fund, donor by donor.**

Our mission is to grow community giving by fostering a community of **grantmakers**, promoting strategic local **leadership**, and investing in **partnerships** for the benefit of the community of Loudoun and Northern Fauquier.

Our work involves much more than serving as grantmakers and working with caring donors. We serve as capacity builders, conveners, and thought leaders. We build networks and maintain partnerships to achieve our vision for a better community. Our corporate sponsors are integral partners in our work.

The generosity and commitment of our donors and sponsors during the past 24 years has made possible the re-investment of more than \$15 million into our community to address needs and create solutions. As we embark on the 25th year of serving our community, we invite you to join our work as a partner and investor.



Why Be An Annual Sponsor?

Gain visibility and stand out as a philanthropic leader in your community.

Corporate sponsorship gives you the opportunity to broaden your competitive advantage by increasing your credibility, image, and prestige.

Sponsorship offers the possibility of achieving several goals at once:

- **Enhance your image.** Strengthen how you are perceived by your target audience and shape buying attitudes that will touch the hearts and minds of your consumers.
- **Create positive publicity along with heightened visibility** and exposure in both electronic and print media.
- **Differentiate from your competitors** by taking advantage of the opportunity to stand out head and shoulders above the competition.
- **Showcase your business as supporting the community and contributing to its economic success** by being a good “Corporate Citizen” through our high-profile, year-long programs.



CFNS



ACCREDITED FOUNDATION

Elevate Your Brand... Empower Your Community

Our programs are designed to empower, strengthen, and enrich our community. Your support for our programs and events throughout 2024 showcases your business as charitable, forward thinking, and caring in our community all year long.



ROOTS
& Legacies

Unique sponsor benefits
offered for our event
(see pg. 7)

Join us for our annual awards dinner and gala on November 15, 2024 during National Philanthropy Week. Roots & Legacies honors local philanthropy, nonprofits, and community changemakers - and raises support for our mission to grow community giving.

Celebrate local leadership, local needs, and local solutions alongside all of those in our community that make this a great place to grow up and grow old.



Our Community's
Biggest Day of Giving
March 19, 2024

Be recognized as you demonstrate your business's commitment to Loudoun by turning giving into a shared community experience.

Our annual giving day encourages individuals, families, groups, and businesses to give where you live. To date, Give Choose has raised more than \$4.2 Million for local nonprofits since 2014.

Our Programs

Program specific sponsorships are available; please see page 11.

Social Impact Institute

Offering personalized training and "deeper-dive" leadership development for our nonprofit executives and leaders is our way to ensure that your gifts made directly to local organizations are sound and well stewarded.



Racial Equity Framework

The Racial Equity Framework is designed to help nonprofit and local government professionals address race, racism, diversity, equity, inclusion, and accessibility in their organizations and in our community to engender valued services to our diversely populated community.



Forward Turn

Supported by the Community Foundation's S. Murray Rust and Mary H.C. Rust Student Philanthropy Project Endowment fund (one of our endowment funds), and in partnership with Loudoun County Parks Recreation and Community Services and its Youth Advisory Council, this program engenders philanthropy in the next generation as high-school students read proposals, interview applicants, and make tough decisions.



Program specific sponsorships are available; please see page 11.

2024 Sponsorship Opportunities

Year-Long and Multi-Event Exposure in Our Community

Investor Sponsor \$25,000+

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Top sponsor interview blog featured on CFLNFC website
- Company LOGO on *Community Investor* e-Newsletters
- Company LOGO on sponsorship page of the CFLNFC's website
- Recognition as an annual sponsor through our social media channels
- Company LOGO in annual *Report to the Community*

Leadership Development Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership Development programs including Social Impact Institute, Racial Equity Framework, Forward Turn, and Philanthropy Summit.
- Signage at interior entrance of Claude Moore Nonprofit Training Center

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event successes
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of Give Choose Prizes

Roots & Legacies Gala

- TEN reserved seats at Roots & Legacies Gala
- Full-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides/video
- Invitation to make brief sponsor remarks from stage at Roots & Legacies (limited to first three sponsors committed)

Community Sponsor \$15,000

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Sponsor interview blog featured on CFLNFC website
- Company LOGO on *Community Investor* e-Newsletters
- Company LOGO on sponsorship page of the CFLNFC's website
- Recognition as an annual sponsor through our social media channels
- Company LOGO recognition on our Annual Sponsors banner displayed at all programs and events
- Company LOGO in annual *Report to the Community*

Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership Development programs including Social Impact Institute, Racial Equity Framework, Forward Turn, and Philanthropy Summit.

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of Give Choose Prizes

Roots & Legacies Gala

- TEN reserved seats at Roots & Legacies Gala
- Half-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides/video



Impact Sponsor \$10,000

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters
- Company LOGO on sponsorship page of the CFLNFC's website
- Recognition as an annual sponsor through our social media channels
- Company LOGO in annual Report to the Community

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prizes

Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership Development programs including Social Impact Institute, Racial Equity Framework, Forward Turn, and Philanthropy Summit.

Roots & Legacies Gala

- TEN reserved seats at Roots & Legacies Gala
- Half-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides

Roots & Legacies Endowment Sponsor

(Exclusive to First Three Sponsors to Commit)

- TEN reserved seats at Roots & Legacies Gala
- Invitation to join the stage for one honoree announcement
- Opportunity to toast one award winner from stage
- Half-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides
- All other sponsor benefits mentioned above throughout the year

Leader Sponsor \$7,500

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters
- Company LOGO on sponsorship page of the CFLNFC's website
- Recognition as an annual sponsor through our social media channels
- Company LOGO recognition on our Annual Sponsors banner displayed at all programs and events
- Company LOGO in annual Report to the Community

Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership Development programs including Social Impact Institute, Racial Equity Framework, Forward Turn, and Philanthropy Summit.

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize

Roots & Legacies Gala

- SIX reserved seats at Roots & Legacies Gala
- 1/4 page sponsorship ad in evening program
- LOGO recognition in event slides
- LOGO recognition in the evening program



President's Sponsor \$5,000

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on Community Investor e-Newsletters
- LOGO on sponsorship page of the CFLNFC's website
- Recognition as an annual sponsor through our social media channels
- Company LOGO in annual *Report to the Community*

Give Choose

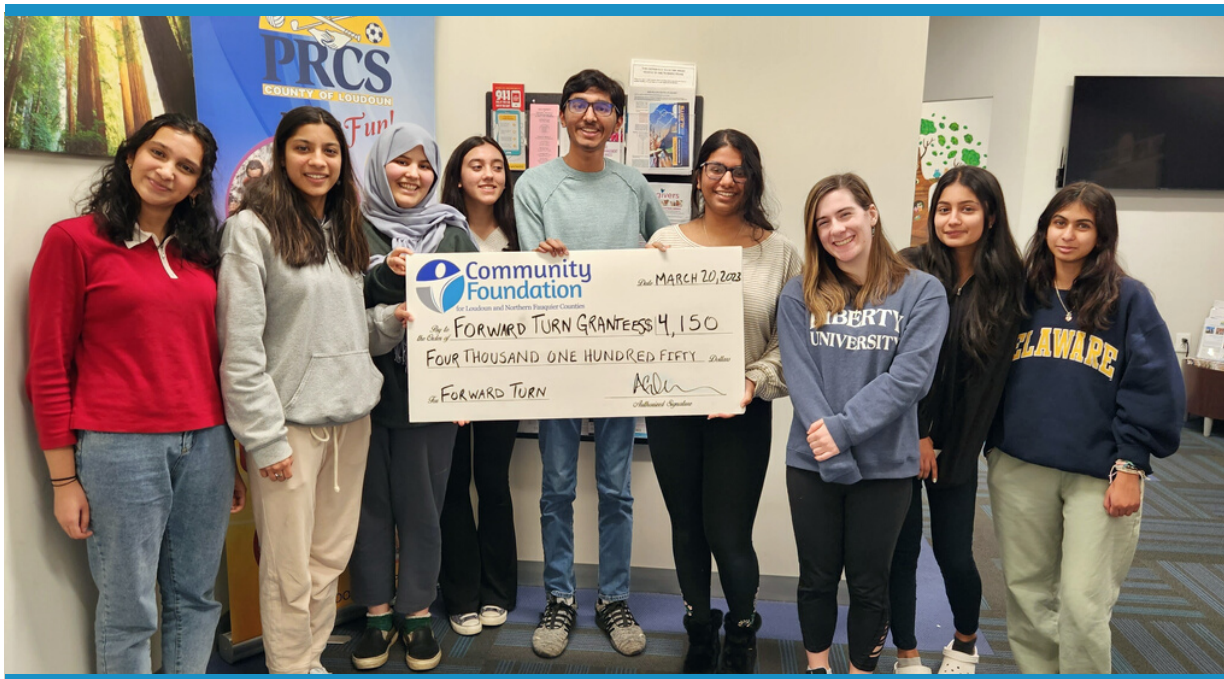
- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize

Leadership Programs

- Invitation to our donor events and programs
- Public recognition as a sponsor of our Leadership programs Social Impact Institute, Racial Equity Framework, Forward Turn, and the Philanthropy Summit through our social media channels

Roots & Legacies Gala

- FOUR reserved seats at Roots & Legacies Gala
- 1/4 page sponsorship ad in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides



Sustainer Sponsor \$2,500

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on Community Investor e-Newsletters
- Company LOGO on Sponsorship page of the CFLNFC's website
- Recognition as an Annual CFLNFC sponsor through our social media channels
- Company LOGO listed in annual *Report to the Community*

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize

Roots & Legacies Gala

- TWO reserved seats at Roots & Legacies Gala
- LISTING recognition in the evening program
- LISTING recognition in event slides

Estimated Impressions 200,000+

Supporter Sponsor \$1,500

Includes all of the benefits listed below throughout the year

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on Community Investor e-Newsletters
- Company LOGO on Sponsorship page of the CFLNFC's website
- Company name listed in annual *Report to the Community*

Give Choose

- Company LOGO on GiveChoose.org donor portal
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize

Roots & Legacies Gala

- 20% discount to Roots & Legacies Gala tickets (*discount limited to 8 tickets*)
- LISTING recognition in the evening program
- LISTING recognition in event slides

Sponsor a Signature Community Foundation Program

*Our core training and capacity building programs benefit from your underwriting support.
Each level below ensures special acknowledgement within your selected program*

Select One Program Per Program Sponsorship:

- Philanthropy Summit
- Forward Turn
- Racial Equity Framework
- Social Impact Institute

Presenting Sponsor — \$10,000

- Featured LOGO and express acknowledgement of your program support at applicable program or meeting
- Company LOGO listed on Sponsorship page of the CFLNFC's website
- Company LOGO recognition on our monthly e-newsletters
- Company LOGO and recognition in specific program announcements
- Company LOGO featured in annual *Report to the Community*
- Company LOGO on GiveChoose.org gift portal
- Invitation to personally welcome participants

Strategic Sponsor — \$5,000

- Express acknowledgement of your program support at applicable program or meeting
- Company LOGO listed on Sponsorship page of the CFLNFC's website
- Company LOGO recognition on our monthly e-newsletters
- Company LOGO featured in annual *Report to the Community*
- Company LOGO on GiveChoose.org gift portal

Skills Sponsor — \$2,500

- Recognition of your program support at each applicable program or meeting
- Company LOGO listed on Sponsorship page of the CFLNFC's website
- Company LOGO recognition on our monthly e-newsletters
- Company LOGO on GiveChoose.org gift portal
- Company LOGO featured in annual *Report to the Community*

2024 Sponsorship Gift Form

Sponsor Name:

Mailing Address:

Contact Name:

Contact Email:

Telephone:

Notes:

Year-Long and Multi-Event Exposure in Our Community

- Investor Sponsor \$25,000+**
All but \$2,000 tax deductible
- Community Sponsor \$15,000**
All but \$2,000 tax deductible
- Impact Sponsor \$10,000**
All but \$2,000 tax deductible
- Leader Sponsor \$7,500**
All but \$1,200 tax deductible
- President's Sponsor \$5,000**
All but \$800 tax deductible
- Sustainer Sponsor \$2,500**
All but \$400 tax deductible
- Supporter Sponsor \$1,500**
Fully tax deductible

Community Foundation Signature Program Sponsor

Philanthropy Summit — Social Impact Institute — Racial Equity Framework: — Forward Turn

Program to Sponsor:

- Presenting Sponsor \$10,000
- Strategic Sponsor — \$5,000
- Skills Sponsor — \$2,500

Checks should be made out to "Community Foundation" PO Box 342 Leesburg, VA 20178. Credit card gifts accepted. Please contact us.