



**AFP-MD International Conference  
Host Chapter Reception Sponsor Opportunities  
"SPLASH"  
Presented by: Ketchum**

The AFP International Conference will return to Baltimore in 2010! As part of the AFP International Conference, the AFP Maryland Chapter will host a Reception on Monday, April 12 at The National Aquarium in Baltimore. We anticipate approximately 500 attendees at the AFP Maryland Host Chapter Reception, and the Reception will be publicized to the approximately 4,000 attendees expected at the Conference, so this is an outstanding marketing opportunity.

Please plan to attend the AFP Maryland Chapter SPLASH at The National Aquarium, Baltimore's nationally renowned Aquarium is closing its doors to the general public so that AFP members can SPLASH through the facility to get a close look at the extraordinary sea life. The Maryland Chapter has a wonderful evening planned, including food and drinks and the opportunity to walk through the entire facility with more than 16,500 animals. Special attractions include walking through a three floor shark tank and seeing new exhibitions such as Jellies Invasion and Animal Planet Australia. The National Aquarium is located in Baltimore's Inner Harbor and is within walking distance of the Conference hotels. The evening will begin at 7:00 p.m.

We invite you to join us on Monday, April 12, and encourage you to consider Sponsorship at one of the levels below.

I'm happy to serve as Chair of the Maryland Chapter Host Committee for the 2010 AFP International Conference in Baltimore. Please let me know if you have any questions.

**AFP Maryland Chapter "SPLASH" Host Chapter Reception**

Monday, April 12, 2010, 7:00 - 10:00 p.m.

The National Aquarium in Baltimore  
501 East Pratt Street  
Baltimore, MD 21202

**Shark Sponsors: \$5,000**

**Benefits** – Recognition in event invitations (if received prior to print date) and e-mail promotions  
Mailing labels for AFP-MD Chapter to help promote event Exhibitor table at event (It is expected that all Monday Host Event Sponsors will first Exhibit at the 2010 AFP International Conference)  
Opportunity to provide giveaways to event guests (over 500 are expected to attend) Ten tickets

**Dolphin Sponsors: \$2,500**

**Benefits** – Recognition in event invitations (if received prior to print date) and e-mail promotions  
Mailing labels for AFP-MD Chapter to help promote event Exhibitor table at event (It is expected that all Monday Host Event Sponsors will first Exhibit at the 2010 AFP International Conference)  
Opportunity to provide giveaways to event guests (over 500 are expected to attend) Five tickets

**Stingray Sponsors: \$1,000**

**Benefits** – Recognition in event invitations (if received prior to print date) and e-mail promotions  
Exhibitor table at event (It is expected that all Monday Host Event Sponsors will first Exhibit at the 2010 AFP International Conference)  
Opportunity to provide giveaways to event guests (over 500 are expected to attend) Two tickets

These Sponsorship Opportunities provide funding to the AFP Maryland Chapter and are separate from the Exhibitor/Sponsor Opportunities offered by AFP International at the AFP 2010 International Conference in Baltimore. For more info on the Exhibitor/Sponsor Opportunities offered by AFP International, please contact the AFP International Office at 1-800-666-FUND. It is expected that all AFP-MD Monday Host Chapter Reception Sponsors will first Exhibit at the 2010 AFP International Conference.

Important notice for our many loyal AFP-MD Vendors & Sponsors –  
Since the AFP International Conference will return to Baltimore in April 2010, we will “skip” our AFP-MD Annual Fundraising Day Conference in Spring 2010, and we encourage you to consider Vendor & Sponsor opportunities at the AFP International Conference in Baltimore as well as the separate Sponsor Opportunities at the AFP-MD 2010 Host Chapter Reception at the AFP International Conference, if you have not done so already.

[www.afpmaryland.org](http://www.afpmaryland.org)

There is a reply form below my signature for your convenience.

As always - Please don't hesitate to contact me with any questions.

Thanks for all that you do to advance philanthropy!

Best,

Vince Connelly  
Connelly & Assoc. Fundraising, LLC  
443-413-6033  
[vconnelly@connellyfundraising.com](mailto:vconnelly@connellyfundraising.com)  
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Member: AFP - The Association of Fundraising Professionals

**AFP Maryland Chapter "SPLASH" Host Chapter Reception**

2010 AFP International Conference  
Sponsor Contract  
The National Aquarium in Baltimore  
501 East Pratt Street  
Baltimore, MD 21202

Monday, April 12, 2010  
7:00 - 10:00 p.m.



## AFP-MD International Conference Host Chapter Reception Sponsor Opportunities Application

Please list the name of your institution or firm as you want it to appear in all materials:

Institution/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please make all checks payable to AFP Maryland Chapter "SPLASH" Host Chapter Reception. You may mail the contract and/or payments to the AFP-MD office at 5024 Campbell Blvd., Suite R, Baltimore, Maryland 21236 or fax to 410-931-8111. Questions? Please call Vince Connelly at 443-413-6033 or call AFP-MD at 410-933-3460. All payments must be received prior to the event, and commitments are binding and non-refundable.

\_\_\_\_\_ Presenting Sponsor (\$7,500) (A request to the previous Presenting Sponsor is pending. Please contact me if you are interested in the Presenting Sponsor Opportunity.)

\_\_\_\_\_ Shark Sponsor (\$5,000)

\_\_\_\_\_ Dolphin Sponsor (\$2,500)

\_\_\_\_\_ Stingray Sponsor (\$1,000)

We accept Visa, MasterCard, and American Express, but payments by check are preferred.

\_\_\_\_\_ Visa      \_\_\_\_\_ MasterCard      \_\_\_\_\_ American Express

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Name on the Card: \_\_\_\_\_

TOTAL PAYMENT ENCLOSED: \$ \_\_\_\_\_ PLEASE BILL US: \$ \_\_\_\_\_