



THE NATIONAL FORUM
on **FAMILY PHILANTHROPY**

Partnership Opportunities

October 19 – 21 | San Francisco, CA

2022



NATIONAL CENTER FOR
FAMILY PHILANTHROPY



How and Now Matters

We're at a defining moment in which family philanthropy is positioned to make a profound difference. As a sector, we are embracing and valuing family philanthropy as both a vehicle for bringing families together *and* a responsibility to our communities. We must meet this moment, and we must meet it with effective practices, including those that center equity and racial justice in the work to chart our paths forward. That means that giving **now** matters, and **how** families give matters.

Giving Now Matters: Change is upon us. Social norms and constructs are transforming. The purpose and practice of philanthropy are shifting. The needs and priorities of philanthropic families are evolving. We are now standing in a profound moment of inflection in which we must take decisive action on our purpose, practice, and pace. Now is the time to harness our hope and eagerness to make a difference, and to challenge ourselves in what we envision, what we do, and how we do it.

How Families Give Matters: Communities are experiencing urgent and varying needs that require philanthropy to be intentional and effective. How families apply their learnings and practices—from how we operate to how we give—will determine the type of difference and level of impact it makes. Family philanthropies are shifting their practice to better align with their purpose and answering the call of the communities they support.

Join Us

Now is the time for learning, growth, connection, and action. Join us at the [2022 National Forum on Family Philanthropy](#) to participate in a bold conversation on effective philanthropic practices, learn about emerging trends in the field, and connect with 400 philanthropy peers and leaders from across the country. At the Forum, we will share and celebrate how the shifts we are embracing as a sector are amplifying our collective impact on the most pressing issues of our time.



About the Forum

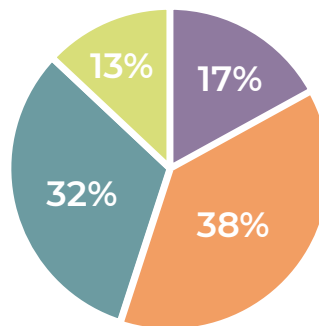
The National Forum on Family Philanthropy is the preeminent convening for high net worth philanthropic families committed to improving their gift giving practices. The Forum convenes 400+ reflective, innovative philanthropy practitioners and thought leaders to foster an exploration of effective and intentional giving practices.

Last held in 2019, the biennial event regularly explores emerging themes, trends, and effective practices in the field of family philanthropy and provides a dynamic space for peer connection and learning.

Who Attends this Forum?

The NCFP network is made up of

- Donors
- Board Members
- CEOs & Executive Directors
- Senior Staff
- Family Offices
- Donor-advised Fundholders



Philanthropic asset size within the network varies:

- Between \$1 – 10M
- Between \$11M – 50M
- Between \$51M – 200M
- More than \$200M

Partner with Us

Sponsorship of the 2022 National Forum on Family Philanthropy provides supporting organizations with multiple opportunities to engage with a targeted audience of family giving leaders, decision-makers and influencers. As a 2022 Forum Sponsor, your organization will be provided the opportunity to:

- Develop and strengthen relationships with existing high net worth clients and prospects
- Build awareness of your brand, product or service
- Become more familiar with family philanthropy trends to help target your offerings more effectively
- Co-brand with an organization that has an impeccable reputation in the family giving field
- Highlight your expertise and resources
- Show your support for the field of family philanthropy





About NCFP

The National Center for Family Philanthropy (NCFP) is celebrating 25 years of **partnering with donor families committed to a world that is vibrant, equitable, and resilient**. We share proven practices, work through common challenges, and learn together to strengthen our ability to effect meaningful change. As we navigate individual journeys of reflection and transformation, we see the results of intentional, impactful giving.

We promote open inquiry and ongoing reflection to advance the practice of family philanthropy, and we value the partnerships and mutual respect that make it possible for families to discover their purpose and possibilities.

NCFP catalyzes the potential of philanthropic families to achieve greater impact with their giving by:

- **Elevating a bold vision for family philanthropy.** We call on practitioners to be informed, intentional, and effective with their giving so that communities truly benefit.
- **Equipping family philanthropies with community, support, and resources.** We serve as a hub for learning, connection, and action
- **Activating a network of philanthropic families who are motivated and equipped to pursue outcomes.** Our applied learning approach ensures families not only have resources to inform decisions, but support as they take action.

Celebrating
25
Years

Of partnering with donor families committed to
a world that is vibrant, equitable, and resilient



2022 National Forum on Family Philanthropy

Partnership Opportunities

Premier Partner: \$100,000 *(1 available)*

- complimentary registration for five staff members*
- complimentary registration for ten clients, if applicable*
- verbal recognition by NCFP at opening and closing plenaries
- naming privileges for event's wifi or mobile app
- full page color insert in program book, subject to approval
- the opportunity to host a reception for attendees and/or clients and partners
- the opportunity to author two NCFP blog posts published and distributed to NCFP network
- premier sponsorship recognition with logo and brand positioning on key event materials including website, marketing emails, program book, on-site signage, and plenary slides
- one exhibit table to share collateral and resources with priority placement

Platinum Partner: \$50,000 *(2 available)*

- complimentary registration for two staff members*
- complimentary registration for five clients, if applicable*
- verbal recognition by NCFP at opening and closing plenaries
- half page color insert in program book, subject to approval
- the opportunity to host a reception for attendees and/or clients and partners (additional costs may apply depending on reception type and size)
- the opportunity to author an NCFP blog post published and distributed to NCFP network
- premier sponsorship recognition with logo and brand positioning on key event materials including website, marketing emails, program book, on-site signage, and plenary slides
- one exhibit table to share collateral and resources



Gold Partner: \$25,000 (3 available)

- complimentary registration for two staff members*
- complimentary registration for two clients, if applicable*
- partnership recognition by NCFP at all plenary sessions
- recognition on event materials including website, marketing emails, program book, on-site signage, and plenary slides
- one exhibit table to share collateral and resources
- the opportunity to author an NCFP blog post published and distributed to NCFP network

Supporting Partner: \$10,000 (6 available)

- complimentary registration for one (1) staff member*
- recognition on event website, marketing emails, collateral, and on-site signage
- one exhibit table to share collateral and resources

Special Feature Partnerships

All special feature partnerships include exclusive logo placement on corresponding event materials and recognition in printed program book and event website.

25th Anniversary Reception: \$50,000

We're celebrating! NCFP has a rich history of providing resources and community to family donors and we are excited to begin our 25th year with a new strategic plan that will elevate a bold vision on family philanthropy and better equip donors with the tools they need to achieve a meaningful impact. This reception will commemorate NCFP's milestone anniversary and celebrate the possibilities of the future. Sponsors will have the opportunity to attend the reception, give a brief welcome, and network with attendees.

Welcome Reception: \$35,000

Hosted on the first evening of the conference, the welcome reception is an opportunity to sponsor a gathering on the beautiful rooftop of the Fairmont with panorama views of San Francisco. For many, this will be the first opportunity to network in-person in several years. Sponsors will have the opportunity to attend the reception, give a brief welcome, and network with attendees.



Site Visits and Local Tours: \$7,500 - \$10,000

The Forum's Host Committee, made up of Bay Area philanthropic practitioners, will design visits to off-site locations that demonstrate the impact of family philanthropy and showcase the work of nonprofits and innovations in San Francisco.

Pre-Forum Networking Sessions: \$5,000

Designed for family philanthropy representatives, these networking sessions are available to those who want to convene with peers of a particular profile or role. For instance, if you'd like to gather with others who are funding in a particular area, consider hosting a networking session for that group.

Peer Networking Dinner Experiences: \$5,000

Dine-arounds are small, informal dinner experiences hosted at a local restaurant where attendees can dive deeper into their learnings and hold rich conversations with peers of shared identities or interests.

Morning Wellness Activities: \$5,000

Rise and shine! A great day of learning begins with a morning of mindfulness and energy-boosting activities. Attendees will have the opportunity to participate in daily wellness activities including sunrise yoga or a brisk morning walk to take in the best views of the Bay area.

If you are interested in supporting NCFP's 2022 National Forum on Family Philanthropy through a grant or partnership opportunity, please contact Emerald Adeyemi, Director, Development & Community at emerald.adeyemi@ncfp.org.

*Treasury regulations on accepting and using tickets and other tangible benefits vary by organization type. The private foundation rules in the Tax Code generally provide that is an act of self-dealing for disqualified persons to receive tangible economic benefits that flow from foundation grants. Exceptions do apply. We strongly encourage sponsors to follow guidelines that apply to their respective organization. Additional guidance on this topic is available at <https://www.ncfp.org/knowledge/thats-the-ticket/>.



2022 National Forum Committee Members

Planning Committee

Allison Magee (co-chair)
Zellerbach Family Foundation

Kimberly Myers Hewlett
(co-chair)
Myers Family Foundation

Theodore Avery
The Durfee Foundation

Faiza Bukhari
Walter & Elise Haas Fund

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Strategy for Scale

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The Brinson Foundation

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Frey Foundation

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Kimberly Myers Hewlett
(co-chair)
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Tegan Acton
Wildcard Giving

Berit Ashla
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