

Support the Direct Response Fundraising Community as a

DMFA SPONSOR

Become a **DMFA Palladium Sponsor** to highlight your company's strong support of the direct response fundraising industry and connect one-on-one with Sustainer and Mid-Level Giving decision makers.

PALLADIUM SPONSOR: $12,500

- FREE annual membership for 6 individuals
- FREE admission for 2 members to all DMFA special events and luncheons
- Early access and priority to submit content for DMFA Mid-Level webinars and other educational events
- Verbal and logo recognition of Palladium Sponsorship at every event/webinar
- Opportunity to be featured at 1 webinar with your company logo appearing at the beginning of the webinar and on the webinar sign-up page
- A quarter-page ad to appear in each of DMFA's newsletters (3 issues total)
- Opportunity to attend and be a featured sponsor of the DMFA Awards event and entry booklet
- Preferred logo placement in our DMFA e-newsletter
- Opportunity to provide an industry-related article for the DMFA newsletter
- Logo on the DMFA home page
- Opportunity to be featured on DMFA's website under the DMFA Sponsorship Feature webpage

DMFA KEY STATS

1,000+ MEMBERS

74% NONPROFITS

3,000 ATTENDEES OVER 20 EVENTS

3,300+ LINKEDIN FOLLOWERS

DMFA DIRECT MARKETING FUNDRAISERS ASSOCIATION

To become a DMFA sponsor, contact us at **info@dmfa.org**, 646-675-7314 or go to the sponsorship page on **dmfa.org**.

Mid-Level Giving Summit
Benchmarking • Education • Networking

MID-LEVEL GIVING SPONSOR

Mid-Level Giving Summit
College Park Marriott | Hyattsville, MD | May 4–5, 2027

SPONSORSHIP BENEFITS

- Introduction as sponsor at the Summit
- Up to 2 participants at general sessions, networking receptions, meals, and breaks (excludes breakout sessions)
- Pre-event email to attendees introducing Summit Sponsors — **New in 2027**!
- Networking activities designed to encourage engagement with attendees
- Opportunity to lead a presentation of a case study
- Ability to provide a 1-page (front/back) white paper/case study and handouts (printed or digital)
- Marketing or promotional material handouts
- Sponsorship signage
- Recognition as Mid-Level Giving Preferred Sponsor at the new MLG 101 in July



SAMPLE DMFA MEMBER PARTICIPANTS

American Cancer Society | ACLU | CARE | Compassion International | Feeding America | International Rescue Committee | Meals on Wheels America | National Geographic Society | OXFAM America | Partners In Health | Planned Parenthood | Save the Children | Share Our Strength/No Kid Hungry | Sierra Club | Smithsonian Institution | The Nature Conservancy | Union of Concerned Scientists | USA for UNHCR | World Wildlife Fund

SUMMIT STATS

100 NONPROFIT DECISION MAKERS

57 NONPROFIT ORGANIZATIONS

12 SPONSORS

24 PARTNER COLLEAGUES MAXIMUM

DMFA DIRECT MARKETING FUNDRAISERS ASSOCIATION

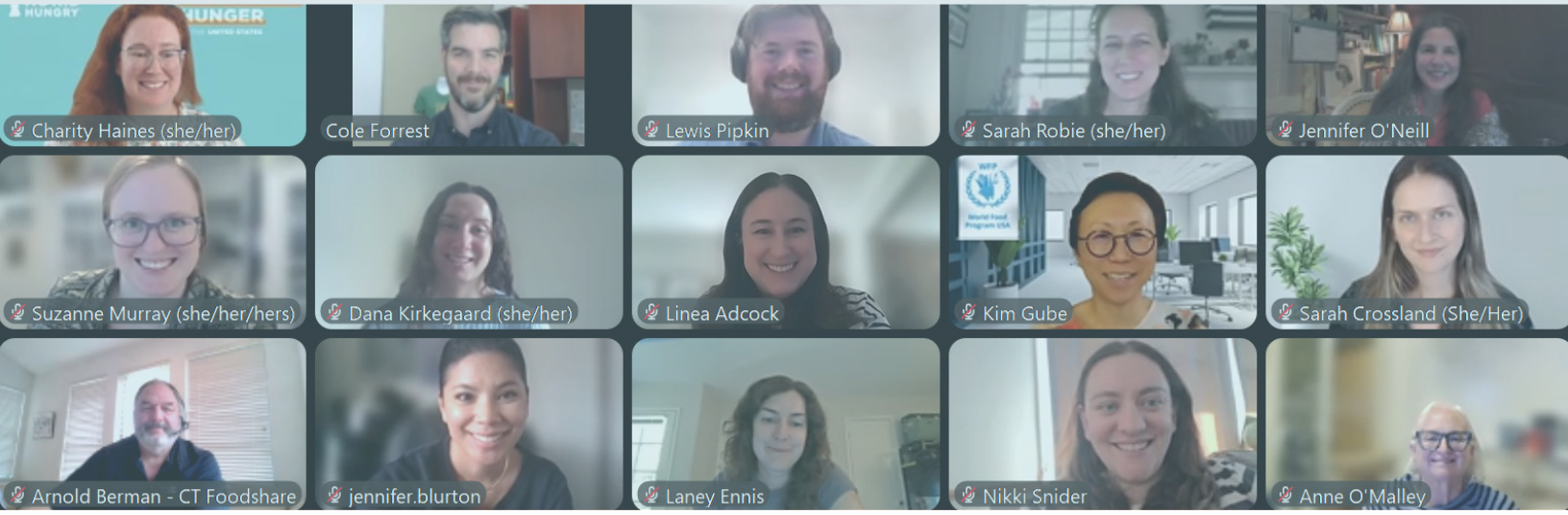
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SUSTAINER SPONSOR

Two Pillar Sustainer Group Virtual Events (Spring and Fall)

SUSTAINER GROUP BENEFITS

- Recognition at every Sustainer virtual meeting with your company logo featured at the beginning of the meeting. Your logo will also be featured on the virtual meeting sign-up page and marketing materials
- Access to name, title and company of participants at Sustainer and Mid-Level events
- Opportunity to include content in a post-Sustainer virtual meeting follow-up email
- Early access and priority to submit content for DMFA Sustainer and Mid-Level webinars and other educational events
- Opportunity to provide articles for the DMFA newsletter related to Sustainers, Mid-Level or other industry-related topics



SAMPLE DMFA MEMBER PARTICIPANTS

ALSAC/St. Jude Children's Research Hospital | American Red Cross | ASPCA | Easterseals | International Rescue Committee | Planned Parenthood Federation of America | The Carter Center | The Nature Conservancy

SUMMIT STATS

75 NONPROFIT DECISION MAKERS

50 NONPROFIT ORGANIZATIONS

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