

PARTNERS IN PHILANTHROPY

Official program guide for AFP National Philanthropy Day Luncheon

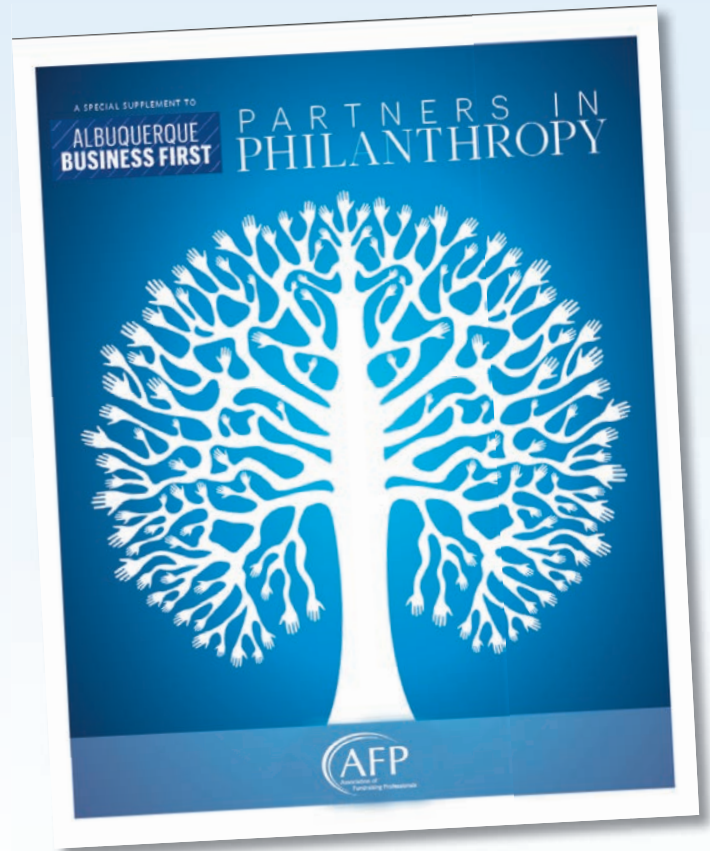
Albuquerque Business First invites you to celebrate your favorite non-profit organizations, foundations, and cultural and performing arts groups through the annual Partners in Philanthropy publications (formerly the Giving Guide.) Join us in promoting the needs and requirements of New Mexico's foundations and non-profits through this highly anticipated special supplement.

By supporting a charitable organization of your choice, you help inform and educate business executives about the mission and needs of non-profit groups seeking support and assistance from the public. Business leaders, and the community at large, become aware of the varied and specific needs of these vital groups that work so hard to help New Mexico's society.

Participating in the Partners in Philanthropy includes purchase of a two-page spread for your company and the non-profit of your choice. Each two-page spread features both your firm and the charitable organization of your choice.

This supplement will be widely distributed throughout the year

- ▶ in the weekly paper on **October 28, 2016**
- ▶ at the **National Philanthropy Day Luncheon, November 3, 2016**



SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

SPACE & MATERIAL RESERVATION DEADLINE: **OCT. 14**
 PUBLICATION DATE: **OCT. 28**



For Sponsorship opportunities, contact:

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Two Page Spread: \$2,862*

*We are underwriting 40% of the regular cost of \$7,262

Includes

- ▶ 1 full page for outline
- ▶ 1 full page for sponsoring company

Full Page Only: \$2,118



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TEMPLATE GUIDE

The following checklist should be helpful to you as you begin to submit materials for the Giving Guide supplement. Please place all of your text into one Microsoft Word document. Company CEO and branding photos should be high-resolution.

Low-resolution jpg's or downloaded art from the internet are not accepted. Please send vector art (.ai, .eps) (If low-resolution art is sent for print, we can not guarantee print quality.)

HERE'S WHAT WE NEED FROM YOU:

- GIVING OPPORTUNITIES:** [bulleted items, please]

Example:

- Corporate Giving
- Event volunteering
- Individual giving
- Estate donations

- MISSION STATEMENT:** [200 words maximum]

Example:

The goal of our organization is to further the education of those in need. We are able to do so through generous corporate support, devoted volunteers and countless hours of event assistance, etc., ...

- BOARD OF DIRECTORS:** [please see example]

Example:

Our 2015 Board of Directors are:
Jane E Doe, President and CEO
Name of Organization
David E. Scott, Vice President
XYZ Corporation
dscott@xyzinc.com (e-mail addresses are optional)

- INDIVIDUAL OPPORTUNITIES:** [limited to 300 words]

Example:

Individuals are able to participate at many different levels. Here are a few of the ways, both volunteer and contribution.

- Event volunteers
- Office assistance
- Estate donations

- CORPORATE OPPORTUNITIES:** [limited to 300 words]

Example:

Corporations are able to participate at many different levels. Here are a few of the ways, both volunteer and contribution.

- Corporate donations
- Event sponsorship
- Benefactor initiatives like...

- LOGO** [VECTOR EPS, PDF or High-Resolution JPG image only]

- CEO PHOTO** [High-Resolution JPEG or TIFF image only]

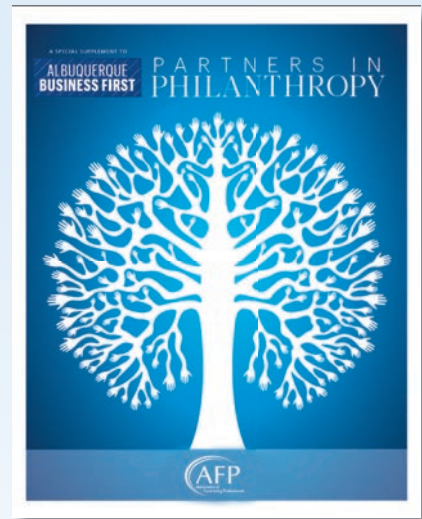
They can be color or grayscale.
Resolution: 300 pixels per inch.

- BRANDING PHOTO** [High-Resolution JPG images]

Do you have a series of images taken at a fundraiser or photographed specifically for marketing? Use them here!

- OTHER IMAGES:**

Don't have much text? No problem, let your photos do the talking. Submit a series of 3 or 4 images that show the reader what your organization is all about. Be sure to include outline information for each photo
Resolution: 300 pixels per inch.



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Submission Examples

In addition to the submission list provided, we've selected four examples from 2014's Giving Guide, for a visual reference.

LET US HELP YOU: If you have any questions about preparing your ad information, please contact your advertising executive for assistance. We will be glad to help.

