



AGA KHAN FOUNDATION

# Aga Khan Foundation USA Sponsorship Opportunities 2023/2024

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# About Aga Khan Foundation USA

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## WHAT IS AKF?

Not-for-profit, leading global development organization dedicated to improving the quality of life of the poorest people in need, irrespective of their origin, faith, or gender.

## WHAT DO WE DO?

Instill hope and help improve the quality of life for underserved communities using a multifaceted approach in the areas of food security, healthcare, education, work opportunities, and climate resilience.

## HOW DO WE WORK?

As a member of the Aga Khan Development Network, one of the world's leading poverty solutions agencies, the Aga Khan Foundation USA (AKF USA) is a leading global development organization working to tackle the root causes of poverty. For more than 50 years, we have helped create strong community institutions that support sustainable, locally driven initiatives to improve the lives of millions of people. By combining local knowledge with global best practices, we strive to bring about transformative and long-lasting improvements to quality of life.

Working alongside the agencies of the Aga Khan Development Network and through partnerships with local communities, civil society, and business as well as governments and international aid agencies, we are building a future where we all thrive together.

## OUR FOCUS AREAS

Using a multifaceted approach to development, we tackle poverty on multiple fronts with local communities in the lead.

In each area of our work, we invest in human potential to expand opportunity and improve quality of life, especially for women and girls. We use an approach that is locally rooted and globally informed.



# AKF USA 2023/2024 Campaign

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Support a leading development organization that understands the complexities of poverty.

40,000+

ANNUALLY  
participate in our  
campaigns

19

MAJOR  
U.S. Metro Areas

150+

SPONSORS  
for our campaigns  
and events

\$144+

MILLION  
donated by  
individuals since  
2008

## ANNUAL FALL FUNDRAISING CAMPAIGN

As a follow-up to successful digital campaigns in 2021 and 2022, we invite your company to join AKF USA and its many supporters as a sponsor for the annual fall fundraising campaign, consisting of digital and in-person activities bringing together donors and supporters in seven regions across the U.S. from October 20 to December 1, 2023.

## COMMUNITY INITIATIVES

Throughout the year, various regions will host in-person friend raising and fundraising events which are opportunities for professionals, business owners, entrepreneurs, loyal donors, women in leadership, and other audiences to network, learn more about and promote the work of Aga Khan Foundation.

- Professional/Corporate Lunch & Learns
- Women in Action Luncheons
- Giving Circles
- Fireside chats

## YOUTH AND COMMUNITY ENGAGEMENT

Two exciting initiatives, a *National Online Quiz Competition 2023*, and a *Youth Digital Art Competition 2024* which aim to engage audiences, young and older, in support of AKF's work.

# The Opportunity

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Our initiatives in the US connect with over 40,000 people each year and give businesses a unique opportunity to connect with a niche market.

AKF USA is committed to supporting your company's values and objectives by offering a multitude of benefits for your sponsorship commitment.

- ➔ Targeted Exposure: Our multi-faceted approach allows you to connect with diverse audiences aligned with your business goals and values.
- ➔ Tailored Visibility: Depending on your chosen sponsorship area, your logo and brand message will be prominently displayed across relevant materials and platforms, showcasing your commitment to specific causes.
- ➔ Enhanced Brand Visibility: As a sponsor, your company logo will be displayed on our campaign and event materials, website, and social media channels, giving your brand increased visibility.
- ➔ Engaged Employees: Your employees will feel proud and motivated to be part of a company that cares about social causes.
- ➔ Impact Recognition: As a sponsor, you will be recognized not only for your financial support but also for your dedication to improving the quality of life of some of the poorest people in need.

## VISIBILITY AND BRAND EXPOSURE

Our fundraising programs attract a diverse and engaged audience. Here's a snapshot of the reach opportunities for your organization. \*

<b>AKF SOCIAL MEDIA REACH &amp; ENGAGEMENT</b>	<ul style="list-style-type: none"><li>→ LinkedIn: over 23,000 followers</li><li>→ Twitter / X: ~3,500 followers</li><li>→ Facebook: ~2,600 followers</li><li>→ You Tube: ~825 subscribers</li></ul>
<b>CAMPAIGN EMAILS (7 WEEKS)</b>	<ul style="list-style-type: none"><li>→ 25+ Emails</li><li>→ 45,000 mailing list</li></ul>
<b>MONTHLY NEWSLETTER REACH</b>	<ul style="list-style-type: none"><li>→ 44,000 subscriptions</li></ul>
<b>AKF USA WEBSITE TRAFFIC</b>	<ul style="list-style-type: none"><li>→ Campaign Landing Page: ~4,500 unique page views</li><li>→ Sponsor Landing Page: ~1,100 unique page views</li></ul>
<b>GEOGRAPHIC REACH</b>	<ul style="list-style-type: none"><li>→ 19 Metro Cities in the US</li><li>→ Austin, Atlanta, Birmingham, Boston, Chicago, Dallas, Houston, Little Rock, Los Angeles, Memphis, Miami, Minneapolis, New York, Orlando, San Antonio, San Francisco, Seattle, Tampa, Washington D.C.</li></ul>
<b>PULL UP BANNERS AND POSTERS</b>	<ul style="list-style-type: none"><li>→ Over 40,000 people visit 80+ Community Centres across the country at least once weekly</li></ul>
<b>IN-PERSON EVENTS - PULL UP BANNERS</b>	<ul style="list-style-type: none"><li>→ ~1,500 selected guests across 12 events</li></ul>

\*2022 FIGURES

# Sponsorship Levels and Benefits

Aga Khan Foundation USA is pleased to offer eight sponsorship packages that offer a wide range of digital and in-person benefits.

			TRANSFORMATIONAL	VISIONARY	CHANGEMAKER	LEADERSHIP	IMPACT	COMMUNITY	ADVOCATE	SPARK
			\$125,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
BENEFIT			DIGITAL							
1	Placement on Sponsor Landing Page	WEBSITE	LOGO X. LARGE	LOGO LARGE	LOGO MEDIUM	LOGO MEDIUM	LOGO SMALL	LOGO SMALL	TEXT	TEXT
2	Placement on E-Flyer	WHATSAPP	LOGO X. LARGE	LOGO LARGE	LOGO MEDIUM	LOGO MEDIUM	LOGO SMALL			
3	Placement in AKF Monthly Newsletters	EMAIL	LOGO 12 EDITIONS	LOGO 8 EDITIONS	LOGO 6 EDITIONS	LOGO 4 EDITIONS	TEXT 3 EDITIONS			
4	Placement on Get Involved Page	WEBSITE	LOGO LARGE	LOGO MEDIUM	LOGO MEDIUM	LOGO SMALL				
5	CSR Video Message Placement on Sponsor Landing Page	WEBSITE YOUTUBE	45-60 SECONDS							
6	CSR Written Message Placement on Sponsor Landing Page	WEBSITE	UP TO 30 WORDS	UP TO 30 WORDS	UP TO 30 WORDS					
7	Placement in Campaign Emails	EMAIL	LOGO LARGE	LOGO MEDIUM	LOGO SMALL					
8	Social Media Recognition	SOCIAL MEDIA	3 POSTS DEDICATED	2 POSTS DEDICATED	1 POST DEDICATED	1 POST GROUPED	1 POST GROUPED	1 POST GROUPED		

			TRANSFORMATIONAL	VISIONARY	CHANGEMAKER	LEADERSHIP	IMPACT	COMMUNITY	ADVOCATE	SPARK
			\$125,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
BENEFIT			IN-PERSON							
9	Campaign Pull Up Banners in Ismaili Community Centers Nationally	PRINT BANNER	LOGO							
10	Campaign Poster in Ismaili Community Centers Nationally	PRINT POSTER	LOGO LARGE	LOGO MEDIUM						
11	Sponsor Recognition on Event Print Materials (Programs, Menus, etc. as applicable)	PRINT	LOGO	LOGO	LOGO	LOGO	TEXT	TEXT		
12	Sponsor Recognition Banner at Events	PRINT BANNER	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	
13	Verbal Public Recognition at Events*	SPOKEN LIVE								

\*Verbal Public Recognition at Events will be at the discretion of the event organizers who will be required to take various factors into consideration.

# Additional Opportunities for Sponsors

## FALL CAMPAIGN THEMATIC EMAILS 2023

WEEKLY EMAILS (6 WEEKS) - \$40,000

BENEFIT		MEDIUM	
1	Text highlight near email header	EMAIL	TEXT
2	Logo and text acknowledgement in email body	EMAIL	LOGO

## QUIZ COMPETITION 2023

EXCLUSIVE SPONSORSHIP - \$20,000

BENEFIT		MEDIUM	
1	Placement on Quiz Landing Page	WEBSITE	LOGO
2	Placement on E-Flyer	WHATSAPP SOCIAL MEDIA	LOGO
3	Placement on Flyer	PRINT	LOGO
5	Text Acknowledgement: when competition is mentioned, sponsor will be acknowledged in fine print	NEWSLETTER PRINT DIGITAL	TEXT

## YOUTH DIGITAL ART COMPETITION 2024

EXCLUSIVE SPONSORSHIP - \$20,000

BENEFIT		MEDIUM	
1	Placement on Competition Landing Page	WEBSITE	LOGO
2	Placement on E-Flyer	WHATSAPP SOCIAL MEDIA	LOGO
3	Placement on Flyer	PRINT	LOGO
4	Placement on Social Media Promotion	INSTAGRAM	TEXT
5	Text Acknowledgement: when competition is mentioned, sponsor will be acknowledged in fine print	PRINT	TEXT



PLEASE NOTE:

For sponsorship benefits to be fulfilled, all companies must complete the Contribution Form, make full payment, and provide logos 2 weeks prior to the start of the Fall Campaign.

Please provide logos in the following format:

- Dimensions: 400px wide minimum
- Format: .AI or .EPS preferable / .PNG acceptable

AKF USA requires 2 weeks of processing time for CSR video submissions and is subject to additional verifications and authorization by AKF USA Communications.

Certain benefits are time-sensitive and may not be available if sponsorship is confirmed after production deadlines.

Benefits will be fulfilled throughout the year.

# What's the Impact of AKF's Work?

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## WATER SECURITY

**41%**

of the population does not have access to toilets and 75 percent do not have access to piped water



## HEALTHCARE ACCESS

**1/2**

of the world's population do not have access to essential health services



## FOOD SECURITY

**1 in 3**

people living in sub-Saharan Africa are undernourished (the highest percentage of any region in the world)



## ELECTRICITY SECURITY

**940**

**MILLION**

people do not have access to electricity

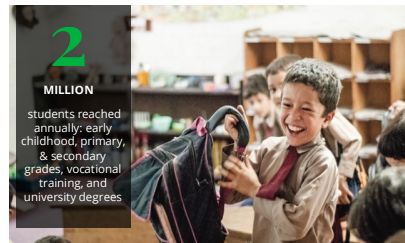


## EDUCATION ACCESS

**60**

**MILLION**

of the world's children of primary school age are not attending school



## 2022 Sponsors

Thank you to the generous sponsors who supported the 2022 Aga Khan Foundation USA campaign.

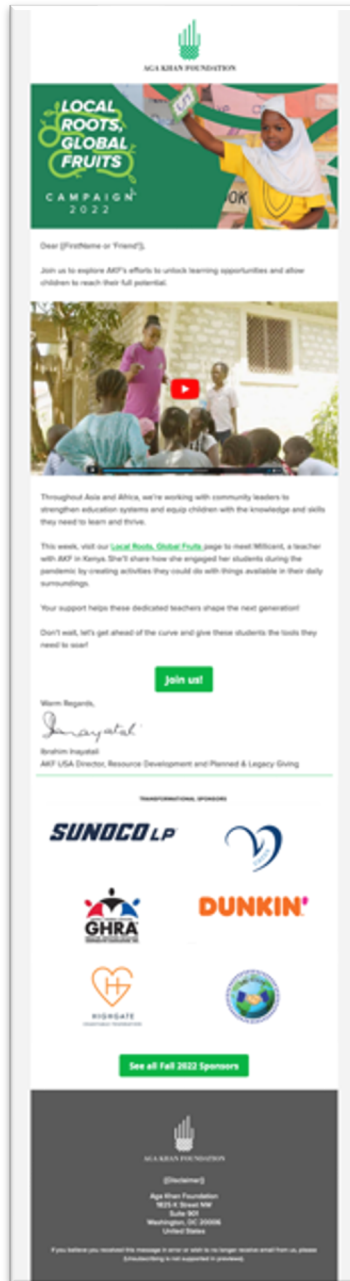


# Sample Benefits

## SPONSOR WEBPAGE



## CAMPAIGN EMAIL



## EVENT BANNERS



## Confirm your Sponsorship!

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To confirm your sponsorship, please complete the online sponsorship payment form.

ONLINE: <https://www.akfusa.org/sponsorship/>

For more information about Aga Khan Foundation sponsorship program, please contact Resource Development staff at: [rd@akfusa.org](mailto:rd@akfusa.org).

Thank you!

At the Aga Khan Foundation our mission and values drive every decision we make, and we hold ourselves to the highest standards of integrity and ethical conduct. This commitment extends to the partnerships and sponsorships we choose to engage in. There are instances when we receive sponsorship offers that do not resonate with our core values and mission. In such cases, we believe it is imperative to uphold our principles and maintain the trust of our supporters, stakeholders, and the community at large. Hence, the Aga Foundation USA reserves the right to not accept sponsorship contributions, and participation, and or the right to refuse recognition of sponsors at any time before, during and or after the sponsorship solicitation process or campaign period, for reasons that may or may not be disclosed.