Aga Khan Foundation USA
Sponsorship Opportunities
2023/2024
About Aga Khan Foundation USA

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

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

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.*

| **AKF SOCIAL MEDIA REACH & ENGAGEMENT** | • LinkedIn: over 23,000 followers  
• Twitter / X: ~3,500 followers  
• Facebook: ~2,600 followers  
• You Tube: ~825 subscribers |
| **CAMPAIGN EMAILS (7 WEEKS)** | • 25+ Emails  
• 45,000 mailing list |
| **MONTHLY NEWSLETTER REACH** | • 44,000 subscriptions |
| **AKF USA WEBSITE TRAFFIC** | • Campaign Landing Page: ~4,500 unique page views  
• Sponsor Landing Page: ~1,100 unique page views |
| **GEOGRAPHIC REACH** | • 19 Metro Cities in the US  
• 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. |
| **PULL UP BANNERS AND POSTERS** | • Over 40,000 people visit 80+ Community Centres across the country at least once weekly |
| **IN-PERSON EVENTS - PULL UP BANNERS** | • ~1,500 selected guests across 12 events |

*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.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Transformational</th>
<th>Visionary</th>
<th>Changemaker</th>
<th>Leadership</th>
<th>Impact</th>
<th>Community</th>
<th>Advocate</th>
<th>Spark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$125,000</td>
<td>$100,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Digital Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Placement on Sponsor Landing Page</td>
<td>WEBSITE LOGO X. LARGE LOGO LARGE LOGO MEDIUM LOGO MEDIUM LOGO SMALL LOGO SMALL TEXT TEXT</td>
</tr>
<tr>
<td>2. Placement on E-Flyer</td>
<td>WHATSAPP LOGO X. LARGE LOGO LARGE LOGO MEDIUM LOGO MEDIUM LOGO SMALL</td>
</tr>
<tr>
<td>3. Placement in AKF Monthly Newsletters</td>
<td>EMAIL LOGO 12 EDITIONS LOGO 8 EDITIONS LOGO 6 EDITIONS LOGO 4 EDITIONS TEXT 3 EDITIONS</td>
</tr>
<tr>
<td>4. Placement on Get Involved Page</td>
<td>WEBSITE LOGO LARGE LOGO MEDIUM LOGO MEDIUM LOGO SMALL</td>
</tr>
<tr>
<td>5. CSR Video Message Placement on Sponsor Landing Page</td>
<td>WEBSITE YOUTUBE 45-60 SECONDS</td>
</tr>
<tr>
<td>6. CSR Written Message Placement on Sponsor Landing Page</td>
<td>WEBSITE UP TO 30 WORDS UP TO 30 WORDS UP TO 30 WORDS</td>
</tr>
<tr>
<td>7. Placement in Campaign Emails</td>
<td>EMAIL LOGO LARGE LOGO MEDIUM LOGO SMALL</td>
</tr>
<tr>
<td>8. Social Media Recognition</td>
<td>SOCIAL MEDIA 3 POSTS DEDICATED 2 POSTS DEDICATED 1 POST DEDICATED 1 POST GROUPED 1 POST GROUPED 1 POST GROUPED</td>
</tr>
<tr>
<td>BENEFIT</td>
<td>IN-PERSON</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>9  Campaign Pull Up Banners in Ismaili Community Centers Nationally</td>
<td>PRINT BANNER</td>
</tr>
<tr>
<td>10 Campaign Poster in Ismaili Community Centers Nationally</td>
<td>PRINT POSTER</td>
</tr>
<tr>
<td>11 Sponsor Recognition on Event Print Materials (Programs, Menus, etc. as applicable)</td>
<td>PRINT</td>
</tr>
<tr>
<td>12 Sponsor Recognition Banner at Events</td>
<td>PRINT BANNER</td>
</tr>
<tr>
<td>13 Verbal Public Recognition at Events*</td>
<td>SPOKEN LIVE</td>
</tr>
</tbody>
</table>

*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**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Text highlight near email header</td>
<td>EMAIL TEXT</td>
</tr>
<tr>
<td>2. Logo and text acknowledgement in email body</td>
<td>EMAIL LOGO</td>
</tr>
</tbody>
</table>

### QUIZ COMPETITION 2023
**EXCLUSIVE SPONSORSHIP - $20,000**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Placement on Quiz Landing Page</td>
<td>WEBSITE LOGO</td>
</tr>
<tr>
<td>2. Placement on E-Flyer</td>
<td>WHATSAPP SOCIAL MEDIA LOGO</td>
</tr>
<tr>
<td>3. Placement on Flyer</td>
<td>PRINT LOGO</td>
</tr>
<tr>
<td>5. Text Acknowledgement: when competition is mentioned, sponsor will be acknowledged in fine print</td>
<td>NEWSLETTER PRINT DIGITAL TEXT</td>
</tr>
</tbody>
</table>

### YOUTH DIGITAL ART COMPETITION 2024
**EXCLUSIVE SPONSORSHIP - $20,000**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Placement on Competition Landing Page</td>
<td>WEBSITE LOGO</td>
</tr>
<tr>
<td>2. Placement on E-Flyer</td>
<td>WHATSAPP SOCIAL MEDIA LOGO</td>
</tr>
<tr>
<td>3. Placement on Flyer</td>
<td>PRINT LOGO</td>
</tr>
<tr>
<td>4. Placement on Social Media Promotion</td>
<td>INSTAGRAM TEXT</td>
</tr>
<tr>
<td>5. Text Acknowledgement: when competition is mentioned, sponsor will be acknowledged in fine print</td>
<td>PRINT TEXT</td>
</tr>
</tbody>
</table>
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?

**WATER SECURITY**
- **41%**
- Of the population does not have access to safe drinking water and sanitation.

**HEALTHCARE ACCESS**
- **1/2**
- 8 MILLION people are provided with primary healthcare by our network of over 200 health centers.

**FOOD SECURITY**
- **1 in 3**
- 8 MILLION people have benefitted from our rural support programs worldwide, helping families achieve stability and opportunity.

**ELECTRICITY SECURITY**
- **940 MILLION**
- 1.4 BILLION KWh of clean electricity a year generated.

**EDUCATION ACCESS**
- **60 MILLION**
- 2 MILLION students reached: early childhood, primary, secondary, technical, vocational, secondary technical, and university degrees.

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AGA KHAN FOUNDATION USA
SPONSORSHIP OPPORTUNITIES 2023/2024
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!

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.

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.