



AGA KHAN FOUNDATION
UNITED STATES OF AMERICA

Aga Khan Foundation USA Sponsorship Opportunities 2024/2025

1825 K STREET NW, SUITE 901
WASHINGTON, DC 20006

PHONE: 202-293-2537
EMAIL: RD.AKFUSA@AKDN.ORG

WWW.AKFUSA.ORG

About Aga Khan Foundation USA

WHAT IS AKF?

Not-for-profit, leading international development organization dedicated to tackling the root causes of poverty faced by some of the poorest people in Africa, Asia, and the Middle East, irrespective of origin, faith, or gender.

WHAT DO WE DO?

Using a multifaceted approach, our programs aim to instill hope, improve the quality of life, and end poverty in underserved communities. AKF USA works with a large network of organized volunteers who raise awareness about AKF’s programs, cultivate donors, and lead the implementation of fundraising events in major cities across the country. In addition, the foundation focuses on partnering with government and other non-profit organizations such as USAID, the World Bank, and the Bill and Melinda Gates Foundation, to name a few.

HOW DO WE WORK?

For over 55 years, the Aga Khan Foundation, an agency of the Aga Khan Development Network, has helped create strong community-led institutions that support sustainable, locally driven programs that have improved the lives of millions of people.

Working alongside the Aga Khan Development Network agencies and partnerships with local civil society, businesses, governments, and international aid agencies, the Aga Khan Foundation integrates local knowledge with global best practices. We use an approach that is locally rooted and globally informed. It aims to bring about long-lasting and impactful improvements to the quality of life for present and future generations, building a future where we can all thrive together.

OUR FOCUS AREAS

The multifaceted approach to development means we invest in human potential in programs focused in one or two seven key areas as illustrated below.



AKF USA 2024/2025 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

\$161+

MILLION

donated by individuals since 2008

Your company is invited to join AKF and its many supporters for the annual fall fundraising campaign, online competitions, and community events held throughout the year. Your contribution supports our digital assets and in-person events, which help raise awareness about the impact of our programs and bring together donors and supporters in seven regions across the US.

ANNUAL FUNDRAISING CAMPAIGN

This year, the annual campaign runs from October 25 to December 6, 2024. It involves a well-orchestrated email and social media campaign, over 12 fundraising banquet dinners in different cities, several professional mixer events, and a walk/5K run in Atlanta.

FUNDRAISING GOLF TOURNAMENTS

Transformational and Visionary level sponsors are recognized at the fundraising golf tournaments. 5-6 events are being organized in different cities throughout the remainder of this year and early next year.

YOUTH AND COMMUNITY ENGAGEMENT

Two exciting initiatives, the AKF Youth Online Art and the AKF Online Quiz Competitions, aim to engage audiences of all ages 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 multifaceted approach allows you to connect with diverse audiences who share 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, increasing your brand's visibility.
- ➔ Engaged Employees: Your employees will feel proud and motivated to work for 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	<ul style="list-style-type: none">→ LinkedIn: over 24,000 followers→ Twitter / X: ~3,500 followers→ Facebook: ~3,700 followers→ You Tube: ~990 subscribers
ANNUAL CAMPAIGN EMAILS (7 WEEKS)	<ul style="list-style-type: none">→ 20+ Emails→ 45,000 mailing list
MONTHLY NEWSLETTER REACH	<ul style="list-style-type: none">→ 44,000 subscriptions
AKF USA WEBSITE TRAFFIC	<ul style="list-style-type: none">→ Campaign Landing Page: ~7,664 unique page views→ Sponsor Landing Page: ~3,141 unique page views→ Get Involved Landing Page: ~6,394 unique page views
GEOGRAPHIC REACH	<ul style="list-style-type: none">→ 17 Metro Cities in the US→ Austin, Atlanta, Birmingham, Chicago, Dallas, Houston, Kansas, Los Angeles, Memphis, Miami, New York, Orlando, San Antonio, San Francisco, Seattle, Tampa, Washington D.C.
PULL UP BANNERS AND POSTERS	<ul style="list-style-type: none">→ Over 40,000 people visit 80+ Community Centres across the country at least once weekly
IN-PERSON EVENTS - PULL-UP BANNERS	<ul style="list-style-type: none">→ ~5,500 selected guests across 20 events*

*PROJECTED 2024 EVENTS 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 \$125,000	VISIONARY \$100,000	CHANGEMAKER \$75,000	LEADERSHIP \$50,000	IMPACT \$25,000	COMMUNITY \$10,000	ADVOCATE \$5,000	SPARK \$2,500
BENEFIT		DIGITAL ASSETS								
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 THROUGH AUG 2025	LOGO THROUGH JUNE 2025	LOGO THROUGH APRIL 2025	LOGO THROUGH JAN 2025	TEXT THROUGH DEC 2024			
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 Annual 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 EVENTS								
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 Event Banners	PRINT BANNER	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	
13	Public Recognition at Events in Your Region*	SPOKEN LIVE								
14	Sponsor Recognition on the official Walk T-Shirts	PRINT	LOGO	LOGO	LOGO					

*Verbal Recognition at Events will be at the discretion of the event organizers.

PLEASE NOTE:

1. For sponsorship benefits to be fulfilled, all companies must complete the Contribution Form, make full payment, and provide logos two weeks before the start of the Fall Campaign.
2. Please provide logos in the following format:
Dimensions: 400px wide minimum
Format: .AI or .EPS preferable / .PNG acceptable
3. AKF USA requires 2 weeks of processing time for CSR video submissions, which are subject to additional verifications and authorization by AKF USA Communications.
4. Certain benefits are time-sensitive and may not be available if sponsorship is confirmed after production deadlines.
5. 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 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



2023 Sponsors

Thank you to the generous sponsors who supported the 2023 Aga Khan Foundation USA campaign.



Prime Solid Funding

Jewelry Unlimited

Air Multifamily Group II LLC	Amina Property LLC	Z&Z Business	Classic Amusement	Dixie Amusement Inc	Kurji Foundation
Epic Amusement	Imtiyaz Hajiyani	Metro Atlanta Wholesale	Amir Aquil	Silverine Inc.	Shah Enterprises
Tajuddin Mithani Family	Asif Parbatani and Family	Amin Popatiya	AV Properties	BTC	G Zone
Funtime Amusement	Gold Aly Two, Inc dba Dunkin Donuts	Virani Enterprises	Vintage Amusement	Jasper Hotels LLC	MAA Investment USA
Reliance Tennessee	Shiraz Lalani	H. T. Hackney Co	Feeling Lucky Amusement	Virani Investment Inc	Malik and Karim Chranya
Frito Lay	Gordon	Gulf	Hype Energy	Dynamic	Babloo Bagga
Georgia's Own Credit Union	Sameer Lalani	Shannon Beverage Warehouse	Shaneel Lalani	Suleman Lalani	NEAD Investment Group Corp
GreenTek Energy Systems	Platinum Federal Credit Union	Prime Wholesale	Radisson Atlanta Airport	Rahil Virani	Sneaky Pete's
Seaborn Investment LLC	MedLife Primary & Urgent Care	Communities Foundation of Texas	M M K Inc. Db	Pinnacle Financial Partners	Dr. Naushir Lalani
Pepsi	Kapasi	Salim Lalani	Georgia Food Mart	My Coin Shop	Flame Broiler
Altria Group Distribution Company		The Closing City	United Johnson	Fairfield Inn & Suites by Marriott, Willow Brook, Houston	

Sample Benefits

SPONSOR WEBPAGE

The screenshot displays the '2023 2024 SPONSORS' page, organized into several categories:

- PROUDLY SPONSORED BY TRANSFORMATIONAL SPONSORS:** SUNOCO LP, GHRA (Global Health Relief Agency).
- TRANSFORMATIONAL SPONSORS:** GAS EXPRESS, CIRCLE K.
- VISIONARY SPONSORS:** IMPERIAL.
- COMMUNITY SPONSORS:** ABA, MALANI, etc.
- IMPACT SPONSORS:** Coca-Cola, SUNOCO LP, etc.
- ADVOCATE SPONSORS:** IMPERIAL.
- COMMUNITY SPONSORS:** SUNOCO LP, GHRA, etc.
- TRANSFORMATIONAL SPONSORS:** SUNOCO LP, GHRA, etc.

CAMPAIGN EMAIL

The email content includes:

- Header:** AGA KHAN FOUNDATION UNITED STATES OF AMERICA.
- Subject:** The 2023 Fall Campaign Starts Today!
- Text:** Watch a welcome message from our interim CEO Khalil Z. Sharif and get inspired!
- Image:** Video thumbnail featuring Khalil Z. Sharif, Interim CEO.
- Text:** Dear Moin, We all know the world is facing many challenges... The Aga Khan Foundation is fighting to break the cycle of poverty for these communities, and you can be part of this mission.
- Text:** Today we launch our fall fundraising campaign with the theme "Generosity Inspires Hope & Hope Changes Lives." Don't miss this opportunity to make a lasting impact... [Donate now and help change someone's life!](#)
- Text:** Warm regards, The Aga Khan Foundation USA.
- Text:** Your generosity changes lives. [Give today.](#)
- Text:** Proudly sponsored by TRANSFORMATIONAL SPONSORS: SUNOCO LP, GHRA.
- Text:** VISIONARY SPONSOR: IMPERIAL.
- Text:** See all Fall 2023 Sponsors.
- Image:** Banner with the slogan "generosity inspires hope & hope changes lives" and the AGA Khan Foundation logo.

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 with. 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.