

Aga Khan Foundation USA Sponsorship Opportunities 2024/2025

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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+	19	150+	\$161+
ANNUALLY	MAJOR	SPONSORS	MILLION
participate in our campaigns	U.S. Metro Areas	for our campaigns and events	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	 → LinkedIn: over 24,000 followers → Twitter / X: ~3,500 followers → Facebook: ~3,700 followers → You Tube: ~990 subscribers
ANNUAL CAMPAIGN EMAILS (7 WEEKS)	 → 20+ Emails → 45,000 mailing list
MONTHLY NEWSLETTER REACH	→ 44,000 subscriptions
AKF USA WEBSITE TRAFFIC	 → 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	 → 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	 → Over 40,000 people visit 80+ Community Centres across the country at least once weekly
IN-PERSON EVENTS - PULL-UP BANNERS	→ ~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 \$ 5 0 , 0 0 0	імраст \$ 2 5 , 0 0 0	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		

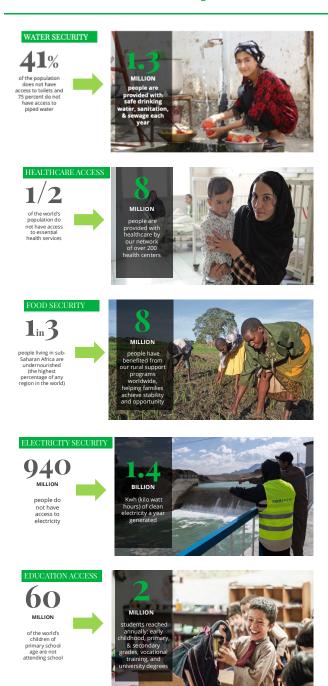
			TRANSFORMATIONAL \$125,000	VISIONARY \$100,000	CHANGEMAKER \$75,000	LEADERSHIP \$ 5 0 , 0 0 0	імраст \$ 2 5 , 0 0 0	COMMUNITY \$10,000	ADVOCATE \$ 5 , 0 0 0	SPARK \$2,500
	BENEFIT	IN- PERSON EVENTS	¢125,000		<i>413,000</i>	¢30,000	¥23,800		<i>45,000</i>	÷2,500
9	Campaign Pull Up Banners in Ismaili Community 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?



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2023 Sponsors

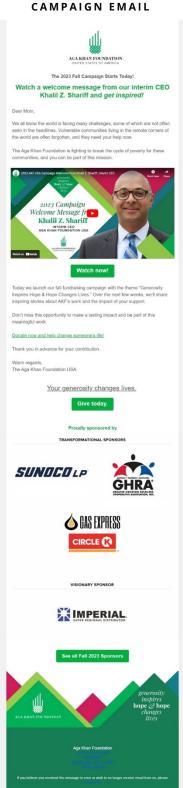
Thank you to the generous sponsors who supported the 2023 Aga Khan Foundation USA campaign.

SUNDCO LP"		GAS EXPRES			Prime Solid Funding Jewelry Unlimited	
	Alabama Merchants' Association		BUFFALO	CLIPPER	G	
	ed Bull		Coca	Cola		
North Texas Business Alliance Co-op.	NUTLICE FEEDRALE CREEF INFON	PLAINS STATE BANK	SILVER EAGLE			
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	Platinum Federal Credit Union	Prime Wholesale	Radisson Atlanta Airport	Rahil Virani	Sneaky Pete's	
Systems Seaborn Investment	MedLife Primary &	Communities	M M K Inc. Dba	Pinnacle Financial	Dr. Naushir Lalani	
LLC Pepsi	Urgent Care Kapasi	Foundation of Texas Salim Lalani	Georgia Food Mart Dynamic	Partners My Coin Shop	Flame Broiler	
Altria Group Distribution	Company	The Closing City	United Johnson	Fairfield Inn & Sui Brook, Houston	tes by Marriott, Willow	

Sample Benefits

SPONSOR WEBPAGE 5.3.6.55 - EXCHANN CHEVEN BLICKNAM PLANES AND U.S. MACCOCOMP 2023-2024 SPONSORS SUNOCO LP GHRA 🍐 GAS EXPRESS m ABA MALANI NT T e) I 🌰 CcaCola Ploneer PLAINS and Posterio and Theory Acta Many A max Property 117 Tara Amaseriesi milana Tidipan Mican Adlanti. Micana Adlanti Smerk tratitizariana kankin Mitan Kong 1522101152 COMMUNITY SPONSORS ALANNA C Twinting Franzer Too, we have been the first terminal to the first terminal Annual terminal terminal to terminal Sere Potetoa /// Projecties 812 Hype Denny Karj Koverner Balana Server Anno Hype Denny Deletable and Anno Server Anno Val. Lond Earl Ked. W Minny & Digest Care Science Lolari MARCELICATION Capel Steven Lored Prive while safe Alama Alama Alama Self Open SPARK SPONSORS General European Banedie te Bange General Sam Laker Bankwaya Ny Cantilian Byanya Dan Sam Laker Hadding Katalan Di kontri aka Thermal Electrical Security Previo, The Causing City, Harver, advectary National 1

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EVENT BANNERS





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SPONSORS AND DONORS

Confirm your Sponsorship!

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

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

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.