

Elevate NOVA Season Packages





ELEVATE NOVA SEASON PACKAGES

Your Corporate Partnership for Regional Impact

At the Community Foundation for Northern Virginia, we know that meaningful corporate giving is about more than writing a check — it is about making a measurable difference, supporting a thriving workforce, and showing up for your community in ways that matter.

The Elevate NOVA Season Packages offer a curated, year-round partnership that helps your company:

- Align philanthropic goals with real-time community needs,
- Engage employees in mission-driven activities and events,
- And enhance your brand's visibility and values in the region.

As a trusted philanthropic leader with deep ties to the region's nonprofit ecosystem, we sit at the intersection of giving and service — connecting the generosity of business with the organizations working every day to make Northern Virginia stronger, more equitable, and more resilient.

Why corporate giving matters now more than ever:



U.S. companies gave **\$36.55 billion to nonprofits in 2023**, a 3.0% increase from the year before.



The top corporate donors contribute **over \$2 billion annually** through matching gifts and other channels.



94% of corporations plan to sustain or increase giving in the years to come.

This is the moment to **invest in your community, elevate your brand, and lead with purpose.**



about

the Community Foundation for Northern Virginia

“The **Community Foundation for Northern Virginia** is building a region that works for everyone by advancing equity through philanthropy and community leadership. Since 1978, we have united thousands of generous Northern Virginians with the causes they care about through donor-advised funds, permanent funds, giving circles, and charitable endowments. We cultivate enduring partnerships with nonprofits, foundations, government, businesses, and community members, maximizing impact to drive meaningful change. Through Insight Region[®], our original research initiative, we deliver data-driven insights that reveal the trends and issues shaping Northern Virginia's future.

The Community Foundation proudly serves all Northern Virginians in Arlington, Fairfax, Loudoun and Prince William Counties and the Cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park.

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ELEVATE NOVA SEASON PACKAGES

Sponsorship Overview

Level	Investment	Raise the Region Gala	Shape of the Region Conference	Insight Region®	Brand Visibility & General Benefits
Premier	\$100,000	Executive Sponsor (2 premium tables, video feature, VSG Lounge)	Premier Sponsor (20 guests, onstage promotion, opening remarks)	Homepage logo, Deep Dive intro, 2 early data previews	Homepage logo, newsletter feature, 8 event invites, video/article piece
Gold	\$50,000	Community Leadership Sponsor (2 premium tables, champagne toast)	Community Sponsor (6 guests, 30-sec video, vendor table)	Homepage logo, Deep Dive intro, 1 early data preview	Homepage logo, newsletter feature, 4 event invites, video/article piece
Silver	\$25,000	Resilience Sponsor (2 premium tables, full-page ad)	Engagement Sponsor (4 guests, stage recognition, shared vendor table)	Video on social media, logo in presentation, 1 early data preview	Homepage logo, newsletter feature, 2 event invites, video/article piece
Bronze	\$15,000	Empowerment Sponsor (1 premium table, half-page ad)	Engagement Sponsor (4 guests, stage recognition, shared vendor table)	N/A	Homepage logo, newsletter feature, 2 event invites, video/article piece
Copper	\$10,000	Impact Sponsor (1 table, third-page ad)	Champion Sponsor (2 guests, stage recognition)	N/A	Homepage logo, newsletter feature, 2 event invites, video/article piece

For more information, contact **Tara Nadel, Chief Marketing Officer**
703-879-7637 | tara.nadel@cfnova.org | www.cfnova.org/corporate-partners

SPONSORSHIP LEVELS & BENEFITS

Premier Sponsor: \$100,000

Raise the Region Gala

- Recognition as an Executive Sponsor at the 2025 Raise the Region Gala on October 17, 2025, to include two premium tables of eight (8) – sixteen (16) guests total.
- Relevant promotional benefits for event include:
 - Exclusive **90-second video feature** with a CFNOVA beneficiary of your choosing, showcased during the Gala.
 - Access to **pre-event reception** in the VSG Lounge for all guests.
 - Prominent **logo recognition** on all event communications and collateral.

Shape of the Region Conference

- Recognition as a **Premier Sponsor** at the 2026 Shape of the Region Conference on March 19, 2026, to include admission for twenty (20) guests with premium, reserved seating. Relevant promotional benefits for event include:
 - Opportunity to **present opening remarks** during the program.
 - Promotion onstage with the **keynote speaker**.
 - Prominent **logo recognition** on all event communications and collateral.
 - Opportunity for **individual vendor table** at registration.

Insight Region®

- **Sponsor Logo on Insight Region®'s homepage** for the season, CFNOVA's center for community research.
- Opportunity to **introduce an Insight Region presentation** during a virtual Deep Dive event for Community Foundation donors and partners.
- Opportunity for **private presentation of data** in advance of two report releases during the season.

General Sponsorship Benefits

- Recognition in **Bimonthly newsletter**, distributed to more than 15,000 community members.
- Year-long brand recognition on **CFNOVA website homepage**.
- Opportunity for **article and/or video** interview about your community impact, to be distributed to CFNOVA network.
- **Invitations for up to eight (8) guests** to Community Impact Celebrations and additional donor events.

Deductible Portion: \$93,200

SPONSORSHIP LEVELS & BENEFITS

Gold Sponsor: \$50,000

Raise the Region Gala

- Recognition as a **Community Leadership Sponsor** at the 2025 Raise the Region Gala on October 17, 2025, to include two premium tables of eight (8) – sixteen (16) guests total.
- Relevant promotional benefits for event include:
 - Preferred seating with **elevated dining experience and champagne toast** during dinner.
 - Access to **pre-event reception** in the VSG Lounge for all guests.
 - Prominent **logo recognition** on all event communications and collateral.

Shape of the Region Conference

- Recognition as a **Community Sponsor** at the 2026 Shape of the Region Conference on March 19, 2026, to include admission for six (6) guests with premium, reserved seating. Relevant promotional benefits for event include:
 - Option to submit a **30-second video** to be shared during the coffee break.
 - Prominent **logo recognition** on all event communications and collateral.
 - Opportunity for **individual vendor table** at registration.

Insight Region®

- Sponsor **Logo on Insight Region®'s homepage** for the season, CFNOVA's center for community research.
- Opportunity to **introduce an Insight Region presentation** during a virtual Deep Dive event for Community Foundation donors and partners.
- Opportunity for **private presentation of data** in advance of one report release during the season.

General Sponsorship Benefits

- Recognition in **Bimonthly newsletter**, distributed to more than 15,000 community members.
- Year-long brand recognition on **CFNOVA website homepage**.
- Opportunity for **article and/or video** interview about your community impact, to be distributed to CFNOVA network.
- **Invitations for up to four (4) guests** to Community Impact Celebrations and additional donor events.

Deductible Portion: \$45,000

SPONSORSHIP LEVELS & BENEFITS

Silver Sponsor: \$25,000

Raise the Region Gala

- Recognition as a **Resilience Sponsor** at the 2025 Raise the Region Gala on October 17, 2025, to include two premium tables of eight (8) – sixteen (16) guests total
- Relevant promotional benefits for event include:
 - Preferred seating with **elevated dining experience and champagne toast** during dinner.
 - **Full-page ad** in digital Gala program.
 - Prominent **logo recognition** on all event communications and collateral.

Shape of the Region Conference

- Recognition as an **Engagement Sponsor** at the 2026 Shape of the Region Conference on March 19, 2026, to include admission for four (4) guests with premium, reserved seating. Relevant promotional benefits for event include:
 - Prominent **logo recognition** on all event communications and collateral.
 - **Recognition from the stage** during the program.
 - Opportunity for **shared vendor table** at registration.

Insight Region®

- Opportunity for **30-second video** shared through social media channels.
- **Logo recognition** and acknowledgment at one (1) **Insight Region® presentation** during a virtual Deep Dive event for Community Foundation donors and partners.
- Opportunity for **private presentation of data** in advance of one report release during the season.

General Sponsorship Benefits

- Recognition in **Bimonthly newsletter**, distributed to more than 15,000 community members.
- Year-long brand recognition on **CFNOVA website homepage**.
- Opportunity for **article and/or video** interview about your community impact, to be distributed to CFNOVA network.
- Invitations for up to **two (2) guests to Community Impact Celebrations** and additional donor events.

Deductible Portion: \$20,400

SPONSORSHIP LEVELS & BENEFITS

Bronze Sponsor: \$15,000

Raise the Region Gala

- Recognition as an **Empowerment Sponsor** at the 2025 Raise the Region Gala on October 17, 2025, to include one premium table of eight (8) guests. Relevant promotional benefits for event include:
 - Preferred seating with **elevated dining experience** during dinner.
 - **Half-page ad** in digital Gala program.
 - Prominent **logo recognition** on all event communications and collateral.

Shape of the Region Conference

- Recognition as an **Engagement Sponsor** at the 2026 Shape of the Region Conference on March 19, 2026, to include **admission for four (4) guests** with premium, reserved seating. Relevant promotional benefits for event include:
- Prominent **logo recognition** on all event communications and collateral.
- **Recognition from the stage** during the program.
- Opportunity for **shared vendor table** at registration.

General Sponsorship Benefits

- Recognition in **Bimonthly newsletter**, distributed to more than 15,000 community members.
- Year-long brand recognition on **CFNOVA website homepage**.
- Opportunity for **article and/or video** interview about your community impact, to be distributed to CFNOVA network.
- Invitations for **up to two (2) guests** to Community Impact Celebrations and additional donor events.



Deductible Portion: \$12,400

SPONSORSHIP LEVELS & BENEFITS

Copper Sponsor: \$10,000

Raise the Region Gala

- Recognition as an **Impact Sponsor** at the 2025 Raise the Region Gala on October 17, 2025, to include one **table of eight (8) guests**. Relevant promotional benefits for event include:
 - **Preferred seating** in the ballroom during dinner.
 - **Third-page ad** in digital Gala program.
 - Prominent **logo recognition** on all event communications and collateral.

Shape of the Region Conference

- Recognition as a **Champion Sponsor** at the 2026 Shape of the Region Conference on March 19, 2026, to include **admission for two (2) guests** with premium, reserved seating. Relevant promotional benefits for event include:
 - **Recognition** from the stage during the program.
 - **Third-page ad** in digital program.

General Sponsorship Benefits

- Recognition in **Bimonthly newsletter**, distributed to more than 15,000 community members.
- Year-long brand recognition on **CFNOVA website homepage**.
- Opportunity for **article and/or video** interview about your community impact, to be distributed to CFNOVA network.
- Invitations for **up to two (2) guests** to Community Impact Celebrations and additional donor events.



Deductible Portion: \$7,800

For more information, contact **Tara Nadel, Chief Marketing Officer**
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Elevate NOVA Season Sponsorship Form

Community Foundation for Northern Virginia

www.cfnova.org/annual-partners | tara.nadel@cfnova.org

SPONSOR INFORMATION

INDIVIDUAL/COMPANY NAME (as it will appear in promotions)

PRIMARY CONTACT

PHONE

EMAIL

FOLLOW-UP CONTACT (for promotional benefits and engagement)
(if different, for promotional benefits and engagement)

PHONE

EMAIL

ADDRESS

CITY, STATE ZIP

SPONSORSHIP LEVEL

✓ Please select your desired package:

- ☐ Premier Sponsor – \$100,000
- ☐ Gold Sponsor – \$50,000
- ☐ Silver Sponsor – \$25,000
- ☐ Bronze Sponsor – \$15,000
- ☐ Copper Sponsor – \$10,000
- ☐ We would like to discuss a

customized sponsorship package

PAYMENT OPTIONS

- ☐ Payment enclosed (check payable to *Community Foundation for Northern Virginia*)
 - ☐ Please invoice us
 - ☐ We will make payment online at:
www.cfnova.org/annual-partners
 - ☐ Other (please specify):
-

RECOGNITION & PROMOTIONS

Please submit your high-resolution logo and any specific brand guidelines to **tara.nadel@cfnova.org** upon submission of this form.

The Community Foundation for Northern Virginia is fully tax-exempt under Sections 501(c)(3) and 170(b)(1)(A)(vi) of the Internal Revenue Code. EIN: 51-0232459. Your acknowledgment receipt will indicate the portion of your sponsorship that is considered tax-deductible after benefits are deducted.

Contact Us

Tara Nadel, Chief Marketing Officer

703-879-7637

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The Community Foundation team is happy to customize a package to best fit your goals.

