

# BUSINESS PARTNERS PROGRAM 2025-2026 MARKETING CALENDAR



## JANUARY

- Community Foundation Lafayette (CFL) Business Partners logo decal mailed with digital decal emailed
- Logo placement on the homepage and company listing on CFL Business Partners webpage (postings with hyperlinks)
- Social media post (Platinum, Diamond and Gold levels)

## FEBRUARY

- Business Partner listing with logo in 1st quarter newsletter
- Event sponsorship opportunities: Early access option period (Community Day, Grant Ceremony, Senior Symposium, Fundraising Dinner) promotion period 3-6 months

## MARCH

- Social media post (all levels)

## APRIL

- Annual Spring Campaign Mailer - Business Partner logo posting, mailed to 11,000+ Lafayette households

## MAY

- Company listing in the “Business Partners/Donor Recognition and Thank You” e-blast to the entire database (1000+ emails)
- Lafayette Community Day Event – business partner recognition signage

## JUNE

- Business Partner listing with logo in 2nd quarter newsletter
- Invitation to Donor Appreciation and Excellence Grants Award Ceremony – business recognition at the event

## JULY

- Business listing in the CFL’s Lafayette Chamber nonprofit newsletter message
- Social media post (all levels)

## AUGUST

- Business acknowledged in CFL *Greet Lafayette* magazine article delivered to all Lafayette households
- Business Partner invitation to Major Donor Community Impact Circle Fall Gathering (date tbd)

## SEPTEMBER

- Business Partner listing with logo in 3rd quarter newsletter
- Annual Senior Symposium Event - opportunity for sponsorship and recognition

## OCTOBER

- Fundraising Dinner and Auction Event – signage with Business Partner name and logo; speaking opportunities (Diamond and Platinum levels)

## NOVEMBER

- Social media post (Platinum, Diamond and Gold levels)

## DECEMBER

- Impact Report - Business Partner logo posting, mailed to 11,000+ Lafayette households