

# BUSINESS PARTNERS PROGRAM 2026-2027 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 (based on partnership level)

## FEBRUARY

- Business Partner listing with logo in 1st quarter newsletter
- Event sponsorship/underwriting opportunities (Legacy and Community Partners)

## 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)

## 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

## SEPTEMBER

- Business logo materials at CFL table at the Lafayette Art & Wine community event
- Annual Senior Symposium Event - opportunity for sponsorship and recognition

## OCTOBER

- Business Partner listing with logo in 3rd quarter newsletter

## NOVEMBER

- Social media post (top partnership levels)

## DECEMBER

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