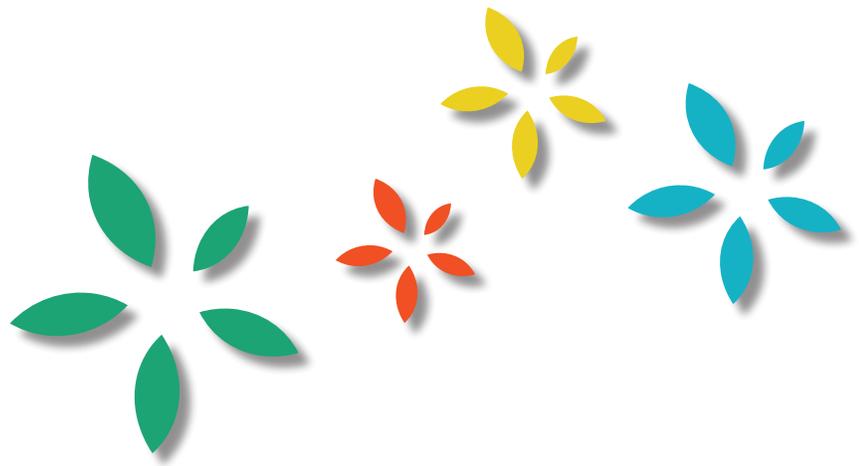


**GIVE  
MORE  
24!**



# 2016 SPONSORSHIP GUIDE

*Powered by the Community Foundation*



**COMMUNITY  
FOUNDATION**  
SOUTHWEST  
WASHINGTON

# WHAT IT IS

It is southwest Washington's largest day of giving. The one day when our entire region comes together—online and offline—and gives for 24 hours straight. More than 100 nonprofits serving southwest Washington will participate, and encourage everyone who cares about the region to give what they can, wherever they are, at the same time.

Last year, thousands of local residents instantly and easily connected to causes in southwest Washington and brought new faces to philanthropy. By combining their generosity, they proved that absolutely everything—every person, every dollar and every second—counts when it comes to giving back and building a vibrant community.



# HOW IT WORKS

On September 22, do-gooders from across southwest Washington and beyond will visit the Give More 24! website at [www.Give-More-24.org](http://www.Give-More-24.org). Here, they can discover inspiring nonprofits and make as many safe, secure donations as they prefer. The only requirement: give \$10 or more. Visitors can also give their favorite charities a boost by using social media to challenge friends and family members to give. All the while, real-time leaderboards will be tracking each organization's progress.

Additionally, contributions from sponsors and individuals will create a pool of stretch and prize dollars. The stretch pool will proportionately increase every gift given through the Give More 24! website, while prize dollars are awarded throughout the day to organizations that achieve specific fundraising goals during our pre-scheduled prize windows.

# OUR PURPOSE

The Community Foundation for Southwest Washington organized the event with hopes of growing philanthropy across the region. The Foundation's mission is to inspire philanthropy for a more vibrant and engaged community. We work closely with donors and nonprofits to grow resources and build a better southwest Washington. Since 1984, with these goals in mind, we have opened nearly 300 charitable funds and distributed more than \$140 million in grants to charitable organizations and institutions.





# SPONSOR LEVELS



## Presenting Sponsors - \$10,000

Your logo will be featured in all official Give More 24! promotions, including materials being distributed by more than 50 nonprofit organizations. Presenting sponsors also receive exposure through more than \$45,000 in paid advertising. There is also opportunity to create a custom nonprofit prize or donor match. Lastly, you receive recognition via social media and potential for earned media through event coverage.

## Multimedia Sponsors - \$5,000

Multimedia sponsors can use in-kind creative or marketing services to help spread the word and play a key role in our community's largest day of giving. For your support, your organization's logo will be included in select advertisements and marketing materials, and on the Give More 24! website and event signage. We'll even give you a social media shout out.

## Printing Sponsor - \$5,000

Printing sponsors can use in-kind services to put a spotlight on Give More 24! and make our community's largest day of giving even larger. For your support, your organization's logo will be included in select marketing materials, lit up on the website and placed on all of the sweet signage you help create. For being our best friend, you'll even get some social media love.

## Give More! Lounge Sponsors - \$2,500

Host our hub of philanthropy where donors, community leaders, nonprofit partners and media outlets will gather to watch and celebrate as the fundraising numbers add up throughout the day. Your logo and branding will be prominent on all event signage, and in select marketing emails and promotional materials. You'll also receive website and social media recognition.

## Nonprofit Prize Sponsors - \$1,000 - \$3,000

Create a custom nonprofit prize to encourage giving throughout the 24-hour event.

Prizes also motivate participating nonprofits to reach the greatest number of donors by providing incentives and wild-card awards. For this, nonprofits will sing your praises as each award is given, which means more social media love on top of our website recognition and inclusion in select marketing materials.



# SPONSORSHIP SUMMARY

BENEFITS	Presenting Sponsor	Multimedia Sponsor	Lounge Sponsor	Prize Sponsor	Printing Sponsor
Recognition as presenting sponsor	X				
Logo on GM24 homepage	X	X			
Giving Lounge speaking time	X				
Recognition as outreach partner		X			X
Email marketing recognition	X	X	X	X	
Host an event prize or match	X			X	
Promotional items at event(s)	X	X	X	X	X
Logo included in advertisements	All	Select			
Logo on marketing materials	All	Select	Select	Select	Select
Acknowledgement in press releases	X	X	X		
Logo on event and sponsor webpages	X	X	X	X	X
Recognition in Catalyst newsletter	X	X	X	X	X
Social media recognition	X	X	X	X	X
Personalized badge to show support	X	X	X	X	X

While the above matrix provides our standardized benefits, plans can be expanded depending upon sponsor value. To ensure that we provide sponsors with a customized experience, we also prefer to design a list of benefits that best suits your needs. Please contact us today to schedule a conversation.



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