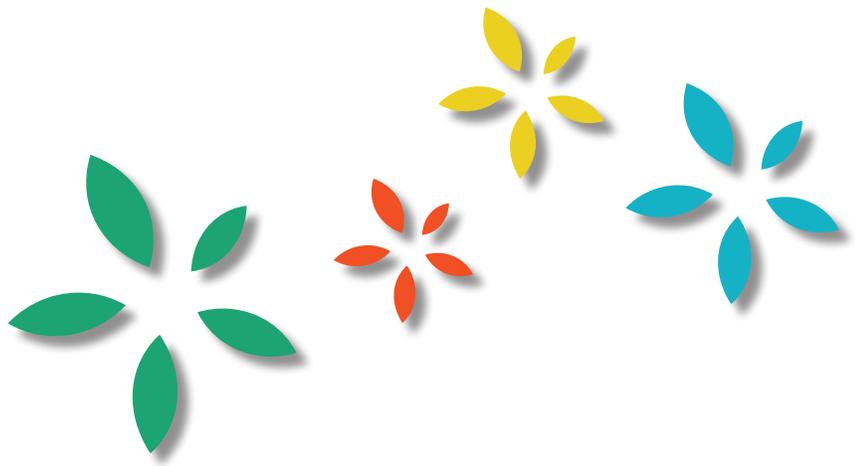


GIVE MORE 24!



2017 SPONSORSHIP GUIDE

Powered by the Community Foundation



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

What is Give More 24!

It is southwest Washington's largest day of online giving. The day our entire region comes together for 24 hours to give to local causes online and gather at community events. More than 100 nonprofits serving southwest Washington will join forces to encourage everyone who cares about the community to give what they can, wherever they are, at the same time.

Last year, thousands of local residents visited Give-More-24.org to connect with and support causes in southwest Washington. Collectively, we raised more than \$900,000 and introduced people to philanthropy for the first time. Through this accessible and approachable way to give, donors of all sorts are proving that every person, every dollar and every second counts when it comes to building a vibrant community.



How it Works

On September 21, donors from across southwest Washington and beyond will visit Give-More-24.org. Here, they can discover inspiring nonprofits and make as many safe, secure donations as they prefer. The only rule: give \$10 or more. After donating, visitors can use social media to ask their friends and family members to help support their favorite charities. All the while, real-time leaderboards will track every dollar raised and share the fundraising progress of our participating nonprofits.

Additionally, contributions from sponsors and individuals will create a pool of stretch and prize dollars. The stretch pool serves to increase every gift given through the Give More 24! website, while prize dollars are awarded throughout the day to the organizations that achieve specific fundraising goals during our 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 more than 300 charitable funds and distributed more than \$140 million in grants to charitable organizations on behalf of our many donors.



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 100 nonprofit organizations. Presenting sponsors also receive exposure through more than \$35,000 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.

Power Sponsors - \$5,000 - \$7,500

Power sponsors will be highlighted on the Give More 24! homepage and advance promotions will extend your brand reach before the event. Your organization will also be included in our email marketing campaign and receive premier promotion at any events. Get added exposure with placement in our ad strategy, recognition in social media and inclusion in press releases.

Multimedia & Printing Sponsor - \$5,000

Multimedia and printing sponsors can use in-kind marketing 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 event signage. For being a great 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 and name 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	Power Sponsor	Media/Print Sponsor	Lounge Sponsor	Prize Sponsor
Recognition as presenting sponsor	X				
Logo on GM24 homepage	X	X	X		
Giving Lounge speaking time	X				
Advance promo opportunities	X	X			
Email marketing recognition	X	X		X	X
Host an nonprofit prize or match	X				X
Promotional items at event(s)	X	X	X	X	X
Logo included in advertisements	All	Select	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.



**COMMUNITY
FOUNDATION**
SOUTHWEST
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CONTACT

Jennifer Rhoads, President
Direct: 360.952.4311 | jennifer@cfsww.org

Community Foundation for Southwest Washington
610 Esther Street, Suite 201, Vancouver, WA 98660
360.694.2550 | fax 360.737.6335 | www.cfsww.org