

FOSTERING A **VIBRANT** COMMUNITY

2018 SPONSORSHIP GUIDE



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON



We want to make
our community a
**BETTER PLACE
FOR EVERYONE.**

Big issues require incredible partnerships.

The Community Foundation for Southwest Washington lives at the intersection of community and philanthropy. From this vantage point, we are able to connect with donors, nonprofits, businesses and civic leaders to solve the most pressing social and economic challenges facing the residents of Clark, Cowlitz and Skamania Counties.

This work involves listening closely and learning constantly. It also requires making the work interesting, which is where our signature events come into play. We believe that making positive change should be accessible and exciting, and that's the environment our events strive to create.

Your support helps us accomplish this goal by creating memorable philanthropic experiences that engage a diverse cross-section of southwest Washington residents. Linking your brand to this vital work shows that your company takes a holistic and thoughtful approach to giving back. It translates into more visibility and strong connections to efforts that are empowering residents to get involved in creating a greater southwest Washington for everyone.

Bringing people together for a brighter future.

Community Events



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

ANNUAL LUNCHEON

JUNE 5

- The region's preeminent celebration of philanthropy.
- Aims to inspire and grow a culture of giving.
- Honors local residents who have given generously of their time and talent.
- Gathers 600-plus donors, nonprofits, civic leaders and businesses.

GIVE MORE 24



COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

SEPTEMBER 20

- Southwest Washington's largest day of online giving.
- Includes more than 3,000 donors, 100-plus nonprofits and dozens of events.
- Matching gifts and prizes boost every donation and help support local causes.
- In 2017, raised more than \$1 million in 24 hours!

Private Events

HOLIDAY OPEN HOUSE

DECEMBER 6

- A holiday gathering and Community Foundation tradition since 2007.
- Recognizes our region's growing generosity during a time of giving and thanks.
- Includes nearly 250 of our region's leading donors, as well as business, civic and nonprofit leadership.

NORTHBANK INSIGHTS



DATES TBD

- An educational series that highlights effective nonprofit programs in our region.
- Informs philanthropists about pressing social needs and the unique solutions being pursued locally.
- Up to four events are held annually and include lunch for attendees.



PRESENTING SPONSOR \$10,000

As Presenting Sponsor your organization receives an exclusive sponsorship position and a coveted speaking opportunity. We also offer speech writing assistance, highlight your support on printed invitations and in all event advertisements, and provide a full-page ad in our printed program. For additional impact, you can also provide a branded promotional item for guests or be featured on our event takeaway. In addition, you will receive social media recognition, inclusion in our newsletter, and logo placement on signage and our website.



GOLD SPONSOR \$5,000

Gold Sponsors receive verbal recognition during our program remarks, a half-page ad in the printed program and are included in all Annual Luncheon press releases.



BRONZE SPONSOR \$1,000

Bronze Sponsors are recognized on-screen during the program and are listed in the printed program. Your organization also appears on the event website and signage.



STERLING SPONSOR \$2,500

Sterling Sponsors are recognized on-screen during the program, receive a quarter-page ad in the printed program and are publicly thanked on our social media channels.

Unique Value
An esteemed celebration of local philanthropy that allows sponsors to reach an audience of high-net-worth individuals and civic and business leaders. All sponsorships include a table, so that you can entertain and inspire your clients and colleagues knowing that they will not have to pull out their checkbooks. All the while, you connect your brand with a respected charitable foundation and an event that advances core community values. It's a win-win-win that advances your goals, our mission and southwest Washington.



PRESENTING SPONSOR \$10,000

As Presenting Sponsor your logo will be featured on the website homepage and in all official Give More 24! promotions, including marketing materials distributed by more than 100 nonprofit organizations. Presenting sponsors also receive exposure through more than \$25,000 in paid advertising and a speaking opportunity at the Give More 24! Lounge. Last but not least, you receive recognition via social media and the potential for earned media through broadcast and print coverage.



POWER SPONSOR \$5,000

Power Sponsors will be highlighted on the Give More 24! homepage, through select advertisements and email marketing blasts, as well as all press releases.



PRIZE SPONSOR \$1,000

Prize Sponsors create and name \$1,000 nonprofit prize(s) that encourage giving during the day. You'll also get placement on our website and shout outs on social media.



LOUNGE SPONSOR \$2,500

Lounge Sponsors support our hub for giving, which provides prominent event exposure, a coveted speaking spot, and recognition in press releases and on social media.

Unique Value
An exciting, innovative and inclusive event that supports a variety of nonprofits operating across the region. This online giving event connects with a diverse cross-section of residents who care about their community. This online fund drive includes dozens of offline events, and showcases the power of what our community can accomplish when we all give at the same time. It offers a turnkey way to engage your own constituents online and showcase broad concern for the region in which you do business.



HOLIDAY OPEN HOUSE

SPONSORSHIP \$5,000

A time to celebrate the vitality of our region and to highlight the value that the Community Foundation offers to donors who want to make a larger impact in their own backyard. This event is invitation only, which allows your team to build relationships with the people that matter. Support includes an exclusive position on

printed invitations and in our annual report. Our sponsor also receives access to this private event, speaking time, on-site brand placement and a big thanks through social media and our remarks.

NORTHBANK INSIGHTS



EVENT SPONSOR \$1,000

One of the Community Foundation's primary objectives is to inform philanthropists about the issues that matter most to our community's well being. Northbank Insights is our primary tool for doing this work. Support for any event in this series will demonstrate your organization's commitment to promoting leading

solutions to the pressing needs we face as a region. It will also provide brand recognition at each event and the opportunity to invite your own constituents to each gathering. Your organization will also be aptly mentioned in related press releases and on social media.

When we say partnership, we aim to find shared value.

The Community Foundation customizes charitable tools to meet the philanthropic goals of donors, so we understand the value of working together for shared outcomes. We see sponsorships the same way.

Additional opportunities are available depending on our event needs in a given year. For example, your organization might be able to sponsor interactive program elements or social media displays at our events. Maybe you'd like to combine benefits from two or more events. Whatever you are considering, we're ready to hear your ideas.

To secure your sponsorship or discuss a customized plan, please get in touch with our development team today.



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We understand the
importance of creative
and flexible solutions.



GIVE US A CALL

**LET'S TALK ABOUT PARTNERING
FOR A BETTER COMMUNITY.**



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