

# Sponsorships 2018

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LIGHT OF LIFE RESCUE MISSION

**DOUG SMITH**

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## Good Friday Celebration

March 30, 2018 – Title Sponsorship \$5,000

*Must be received by February 2018 to receive full benefits*

- Organization/Church name or logo on banner in the dining room used for media
  - 100+ volunteers and staff will go through the dining area on the day of the meal
- Name/Logo on an A-frame sign outside the Mission promoting the Easter meal
- Name in press releases and press interviews
- A custom-designed t-shirt with logo will be worn by volunteers and staff
- Name/Logo featured on our website and social media
  - We currently have 8,000 followers on Facebook
- Name in the newsletter
  - Over 50,000 newsletters are mailed to individuals and organizations
- Name displayed on each table in the dining area
- **Opportunity to provide personalized, handwritten encouragement cards with individual meals to over 500 Mission guests and high-rise residents**
  - **Meals are delivered to 14 local high rise buildings that day**
- **Guaranteed at least four (4) spots for organization staff/leadership team to volunteer for holiday meal**

## **Pittsburgh Marathon Team**

*May 6, 2018 – Title Sponsorship \$10,000*

*Must be received by March 2018 to receive full benefit*

- Custom-designed t-shirt with company logo will be worn by runners (over 150) and staff
- Company name/logo featured on our website and social media
  - We currently have over 8,000 followers on Facebook
- Company name in the newsletter
  - Over 50,000 newsletters are mailed to individuals and organizations
- Company name displayed at Light of Life's dedicated cheer station

### **You can also run!**

Light of Life is an official charity of the Pittsburgh Marathon! Individuals commit to raising \$50 - \$500 or more and Light of Life will pay their registration fee and provide weekly encouragement, training, and a custom t-shirt and framed team picture.

## Tunch & Wolf's Walk for the Homeless and VIP Tour with Tunch & Wolf

May 2018 – Public – 900+ walkers

### **TITLE SPONSOR** (must be received by March 3, 2018 to receive all benefits) **\$15,000**

- **Company name/logo featured in title of event** – in all event advertising and direct mail
  - Company logo appearing in all promotions: ads, t-shirts, signage, & press releases
  - Company name announced from platform on day of event by Tunch Ilkin
  - Featured listing in Light of Life newsletter (mailed to 50,000+ households/organizations)
  - Logo featured prominently on Light of Life homepage and recognized via all social media outlets
- Potential exposure: 500,000+*

### **MVP Level** **\$10,000**

- Company logo appearing on t-shirts & signage
  - Company name appearing in ads and press releases
  - **Company name announced from platform on day of event by Tunch Ilkin**
  - Featured listing in Light of Life newsletter (mailed to 50,000+ households/organizations)
  - Company logo featured prominently on Light of Life homepage & recognized via all social media outlets
- Potential exposure: 260,000+*

### **Touchdown Level** **\$5,000**

- Company logo appearing on t-shirts & signage
  - **Company name appearing in ads and press releases**
  - Listing in Light of Life newsletter (mailed to 50,000+ households/organizations)
  - Company listed as a partner on Light of Life web site & recognized via all social media outlets
- Potential exposure: 175,000+*

### **End Zone Level** **\$2,500**

- Company name appearing on t-shirts and signage
  - Listing in Light of Life newsletter (mailed to >50,000 households/organizations)
  - **Social media recognition** (over 8,000 Facebook followers alone)
- Potential exposure: 100,000+*

### **Fan Club Level** **\$1,000**

- Company name appearing on event day signage
  - Listing in Light of Life newsletter (mailed to >50,000 households/organizations)
- Potential exposure: 61,000+*

### **Tunch & Wolf Patron** **\$500**

- Company name printed on event day signage
- Potential exposure: 1,000+*

## Day of Hope Community Day

July 2018 – Public – 1000+ Northside residents

### **Title Sponsorship** *(must be received by May 31, 2018 to receive all benefits)* **\$5,000**

- Company name in event title in all materials and press releases
- Company name/logo appearing on the t-shirts, signage, etc.
- Social media recognition (Light of Life has over 8,000 Facebook followers)
- Introduction/recognition at event
- Company name on website
- Recognition in quarterly newsletter (reaches over 50,000 homes and businesses)

### **North Sider Sponsor -** **\$2,500**

- Company name/logo appearing on t-shirts, signage, etc.
- Social media recognition (Light of Life has over 8,000 Facebook followers)
- Company name on website
- Recognition in quarterly newsletter (reaches over 50,000 homes and businesses)

### **Community Partner Sponsor** **\$1,000**

- Company name/logo appearing on t-shirts, signage, etc.
- Social media recognition (Light of Life has over 8,000 Facebook followers)

### **Good Neighbor Sponsor -** **\$500**

- Company name appearing on signage
- Social media recognition (Light of Life has 8,000 Facebook followers)

## The Yinzer 5K

June 2018 – Public – 500+ runners

**Title Sponsor \$10,000** *Must be secured by March 2018 to receive all benefits in full.*

- **Company name in event title everywhere the event is mentioned (broadcast and print media, social media, etc.)**
- **Up to 10 complimentary race registrations**
- Company name/logo appearing on the t-shirts and large event signage
- Social media recognition (Light of Life has over 8,000 Facebook followers)
- Introduction/recognition on stage at event
- Company name on website
- Recognition in quarterly newsletter (reaches over 50,000 homes and businesses)

**Finish Line Sponsor \$5,000**

- **Company name/logo on custom signage at the race finish line**
- **Up to five complimentary race registrations**
- Company name/logo appearing on t-shirts and large event signage
- Social media recognition (Light of Life has over 8,000 Facebook followers)
- Introduction/recognition on stage at event
- Company name on website
- Recognition in quarterly newsletter (reaches over 50,000 homes and businesses)

**Black & Gold Sponsor \$2,500**

- Company name/logo appearing on t-shirts and large event signage
- Social media recognition (Light of Life has over 8,000 Facebook followers)
- Company name on website
- Recognition in quarterly newsletter (reaches over 50,000 homes and businesses)

**The Burgh Sponsor \$1,000**

- Company name/logo appearing on large event signage (only)
- Social media recognition (Light of Life has over 8,000 Facebook followers)
- Company name on website

**To the Point Sponsor \$500**

- Company name on website
- Social media recognition (Light of Life has over 8,000 Facebook followers)

Sponsors in all categories above may request a table to display information, hand out materials and free giveaways, or conduct a kid-friendly activity as part of their benefits package.

**Display Table \$150**

8' table available to display information, hand out materials and free giveaways, or conduct a kid-friendly activity.

# More Than A Meal Gala & Fundraiser

October 2018 – Private Event – 400+ attendees

<b>Title Sponsorship</b> <i>(must be received by August 2018 to receive all benefits)</i>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>▪ <b>Company name in event title in all materials and press releases</b></li><li>▪ <b>Introduction/recognition by host Tunch Ilkin from the stage</b></li><li>▪ Two premier tables of ten</li><li>▪ Full-page recognition in program booklet</li><li>▪ Company name appearing on website and event-day signage</li><li>▪ Social media recognition (Light of Life has over 8,000 Facebook followers)</li><li>▪ Prominent recognition in quarterly newsletter (reaches over 50,000 homes and businesses)</li><li>▪ <b>Customized volunteer project at Light of Life for company staff</b></li></ul>	
<b>Gold</b>	<b>\$7,500</b>
<ul style="list-style-type: none"><li>▪ Company name appearing on website and event-day signage</li><li>▪ One premier table of ten</li><li>▪ Full-page recognition in program booklet</li><li>▪ Social media recognition (Light of Life has over 8,000 Facebook followers)</li><li>▪ Prominent recognition in quarterly newsletter (reaches over 50,000 homes and businesses)</li></ul>	
<b>Silver</b>	<b>\$5,000</b>
<ul style="list-style-type: none"><li>▪ Company name appearing on website and event-day signage</li><li>▪ One premier table of ten</li><li>▪ Half-page recognition in program booklet</li><li>▪ Social media recognition (Light of Life has over 8,000 Facebook followers)</li><li>▪ Prominent recognition in quarterly newsletter (reaches over 50,000 homes and businesses)</li></ul>	
<b>Bronze</b>	<b>\$2,500</b>
<ul style="list-style-type: none"><li>▪ Company name appearing on website and event-day signage</li><li>▪ One table of ten</li><li>▪ Social media recognition (Light of Life has over 8,000 Facebook followers)</li></ul>	

**Individual Ticket - \$150**

**Table of 8 – \$1200**

**Table of 10 - \$1500**

# The Great Thanksgiving Banquet

November 22, 2018 – High exposure media event

## **Title Sponsorship** *(must be secured by September 2018 to receive full benefits)* **\$10,000**

- Company name/logo on banner in the dining room used for media
  - 100+ volunteers and staff will go through the dining area on the day of the meal
- Company name/logo on an A-frame sign outside the Mission promoting the Thanksgiving meal
- **Company name in press releases and press interviews**
  - **Potential to reach viewers on three (3) of the major news stations during the 6 a.m., noon, 6 p.m., and 11 p.m. news the day of the holiday meal**
  - **NOTE: This does not guarantee it making the news as we do not have control over editing**
- A custom-designed t-shirt with company logo will be worn by volunteers and staff
- Company name/logo featured on our website and social media (over 8,000 followers on Facebook)
- Featured listing in the newsletter (to over 50,000 newsletter recipients)
- Company name displayed on each table in the dining area
- Company name on a card to be delivered with each individual meal for high-rise residents
  - Meals are delivered to 14 local high rise buildings to between 690 – 770 individuals
- **Guaranteed four (4) spots for company staff/leadership team to volunteer for holiday meal**
  - **NOTE: these volunteer slots are in high demand and are typically filled in September.**

## **Turkey Sponsor** **\$5,000**

- **Company name in press releases and press interviews**
- A custom-designed t-shirt with company logo featured
- Company name/logo featured on our website and social media (over 8,000 followers on Facebook)
- Featured listing in the newsletter (to over 50,000 newsletter recipients)
- **Guaranteed four (4) spots for company staff/leadership team to volunteer for holiday meal**
  - **NOTE: these volunteer slots are in high demand and are typically filled in September.**

## **Turkey Leg Sponsor - \$1,000**

- **Company name in press releases and press interviews**
- Company name/logo listed on our website and social media (over 8,000 followers on Facebook)
- Company name listed in the newsletter (to over 50,000 newsletter recipients)

## **Wishbone Sponsor** **\$500**

- **Company name in press releases and press interviews**
- Featured listing in the newsletter (to over 50,000 newsletter recipients)



## Christmas Celebration

December 20, 2018 – Title Sponsorship \$5,000

*Must be received by October 2017 to receive full benefits*

- Company name/logo on banner in the dining room used for media
  - 100+ volunteers and staff will go through the dining area on the day of the meal
- Company name/logo on an A-frame sign outside the Mission promoting the Thanksgiving meal
- **Company name in press releases and press interviews**
  - **Potential to reach viewers on three (3) of the major news stations during the 6 a.m., noon, 6 p.m., and 11 p.m. news the day of the holiday meal**
  - **NOTE: This does not guarantee it making the news as we do not have control over editing**
- A custom-designed t-shirt with company logo will be worn by volunteers and staff
- Company name/logo featured on our website and social media
  - We currently have over 8,000 followers on Facebook
- Company name in the newsletter
  - Over 50,000 newsletters are mailed to individuals and organizations
- Company name displayed on each table in the dining area
- Company name on a card to be delivered with each individual meal for high-rise residents
  - Meals are delivered to 14 local high rise buildings to between 690 – 770 individuals
- **Guaranteed four (4) spots for company staff/leadership team to volunteer for holiday meal**
  - **NOTE: these volunteer slots are in high demand and are typically filled by December 1st**

## **2018 Impact Opportunities**

These sponsorships may include your financial support, volunteer service and recognition for your employees, sponsored donation drives, or all the above.

### **Pittsburgh Marathon Team - May**

Run for Light of Life, an official charity of the Pittsburgh Marathon! Individuals commit to raising \$50 - \$500 or more and Light of Life will pay their registration fee and provide weekly encouragement, training, and a custom t-shirt and framed team picture.

### **Day of Hope Community Service – July**

Gather your staff team and friends to make a direct impact on Pittsburgh's Northside community by participating in one of several neighborhood clean-up projects on this Day of Hope.

### **Thanksgiving Basket Outreach – November**

Every year we put together Thanksgiving Baskets for those in the community who can cook food but don't necessarily have the financial resources to purchase the food. Our goal this year is to put together 600 baskets. Organize a team to donate the food items to put in the baskets.

### **Annual Christmas Ornaments - December**

Help underwrite the cost of these beautiful, genuine Wendell August ornaments custom-designed by clients in the Light of Life program.

### **Serve Meals – Year-Round**

Light of Life's Samaritan Ministry serves over 250 meals every day of the year. Our staff could not do this without the help of volunteers. Schedule your team to help serve one or more meals this year and encourage those in need.

### **Neighborhood Clean-ups – Year-Round**

Gather your staff team and friends to participate in a Northside neighborhood clean-up project.

### **Donation Collections – Year-Round**

Sponsor a donation drive for warm clothes, hygiene kits, and/or kids toys at your office, shop, or warehouse.

For information on these sponsorship opportunities or to customize one of your own, please fill out the attached form and contact: Doug Smith, Major Gifts and Outreach Manager, [dougsmith@lightoflife.org](mailto:dougsmith@lightoflife.org) or 412.803.4161. Thank you for your interest!



2018 SPONSORSHIP/DONATION FORM

Please return this completed form to Doug Smith through email at dougsmith@lightoflife.org or by mail to Light of Life Rescue Mission, 913 Western Avenue, Pittsburgh PA 15233. For questions, call 412.803.4161.

Organization Name
Address
City, State Zip Code
Contact Name
Email
Telephone

Indicate the event(s) you would like to sponsor this year (Refer to www.lightoflife.org/sponsorships for details):
Special Events and Meals

- Good Friday Celebration @ \$
Pittsburgh Marathon Team @ \$
Tunch & Wolf's Walk for the Homeless @ \$
The Yinzer 5K @ \$
Day of Hope @ \$
More Than A Meal Gala @ \$
The Great Thanksgiving Banquet @ \$
Thanksgiving Basket Outreach @ \$
Christmas Celebration @ \$
I'm not sure which, but please contact me to discuss.

Impact Opportunities

- Annual Christmas Ornaments
Community Service for Day of Hope
Serving meals throughout the year
Neighborhood clean-ups
Donation collections
I'm not sure which, but please contact me to discuss.

If you would like to make a gift NOW:

Enclosed is my gift of \$
Ways to give:
My check is enclosed. Please make checks payable to: Light of Life Rescue Mission
Please charge my credit card
Visa
Master Card
American Express
Discover
Card #
Exp. Date
Name on Card
Signature

You may also donate online at www.lightoflife.org. Thank you for helping to transform lives at Light of Life!