



2020 PARTNERSHIP OPPORTUNITIES



ABOUT LIGHT OF LIFE:

Established in 1952, Light of Life Rescue Mission is a Christian nonprofit organization providing life changing recovery programs and food and shelter for Pittsburgh's poor and homeless. Men, women and children are provided case management and programs designed to meet diverse needs, including recovery from substance addiction, help for mental health issues, and educational courses to prepare them for careers and independent living.

In 2019 Light of Life provided:



218,000 meals



11,000 nights of emergency shelter



Over 800 chapel services



800 hours of education



1,050 hours of children's programming



Over 1,500 Thanksgiving dinner boxes

LIGHT OF LIFE'S REACH:

We mail to over **53,000** newsletter subscribers in and around the Pittsburgh area. Newsletter issues drop quarterly in February, May, August, and November. We have an active social media presence across several platforms.



Facebook: **10,600+** followers



Twitter: **1,700+** followers



Instagram: **1,600+** followers



LinkedIn: **550+** followers

Top Counties Reached:



Top Municipalities Reached:

Pittsburgh, Wexford, Coraopolis, Gibsonia, Cranberry, Sewickley, Canonsburg, Irwin, Allison Park, Bethel Park, Greensburg, Mars, Monroeville, New Kensington, Bridgeville, McKees Rocks, Glenshaw, Carnegie,

BENEFITS OF BECOMING A CORPORATE SPONSOR:

- Expand reach and attract new customer base through access to network of committed supporters of the Mission
- Increase employee awareness about homelessness
- Gain opportunities for positive PR
- Receive a tax donation
- Increase sales of products or services

WAYS TO BE INVOLVED:

SPONSOR AN OUTREACH EVENT OR FUNDRAISER

Gain access and visibility to many potential customers in the Pittsburgh region while giving back to your community.

ENCOURAGE YOUR EMPLOYEES TO VOLUNTEER

Volunteerism increases employee engagement and boosts morale, workplace atmosphere and brand perception. It also increases employee skill development, team building and leadership.

According to Project ROI, a well-designed corporate social responsibility program can increase employee engagement up to **7.5%**, increase employee productivity by **13%**, reduce employee turnover by **50%**, and increase revenue by as much as **20%**.

* Source: America's Charities 2015 Snapshot

** Nielsen Consumers Who Care Study, <http://projectroi.com/>



91%
of global consumers are likely to switch brands to one associated with a good cause, given comparable price

61%
of consumers are willing to try a new brand or one they've never heard of, because of its association with a particular cause*

50%
of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services

77%
of consumers believe that offering employee engagement opportunities are an important recruitment strategy to attract millennials.*

GOOD FRIDAY CELEBRATION

April 10, 2020

Join us on Friday, April 10, 2020 at our Mission as we feed over 1,000 individuals, distribute clothing and hygiene kits, and share the gospel to those in need.

Title Sponsor: \$2,500

- Company name and logo on all event signage and materials
- Recognition in event press releases, media interviews, and our quarterly newsletter.
- Company name and logo featured on digital and print media platforms
- Up to six day-of volunteer spots available.

Stats: 100+ volunteers and staff, recognition in event press releases and media interviews, newsletter advertisement, 250+ meals served in-house and over 800 meals delivered to local high rises.



PITTSBURGH MARATHON TEAM

May 3, 2020

Join the movement that has helped us raise over \$500,000 for the homeless men, women, and children of Pittsburgh over the last eight years. Last year, we had 60 runners raise over \$57,000!



Title Sponsor: \$7,500

- Company name and logo on all event signage and materials
- Potential media exposure
- Social media recognition including Facebook Live
- 10 paid marathon entry fees of your choice
- Company name and logo featured on digital and print media platforms
- Inclusion of company's promotional items to all Light of Life team runners

Stats: The Pittsburgh Marathon draws 40,000 runners, 200,000 supporters lining the streets and \$10 million in economic impact; Average age- 38; Male 38% and Female 62%.

* <https://www.bizjournals.com/pittsburgh/news/2018/05/04/officials-kick-off-10th-anniversary-of-marathon.html>



TUNCH & WOLF'S WALK FOR THE HOMELESS

May 2020 - Public - 600+ walkers

Location: The Great Lawn Pittsburgh, PA

Hosted by sportscasters and former Steelers Tunch Ilkin and Craig Wolfley, this fun, family-friendly event begins with a 10K walk along the beautiful North Shore trail & ends with a free, delicious lunch from local vendors.

Title Sponsor: \$15,000

- Company name and logo on all event signage and materials
- Company name and logo featured on digital and print media platforms
- Potential media exposure
- Social media recognition including Facebook Live
- Preferred booth space at event
- Two tickets to the More than a Meal Gala

MVP Level: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo featured on digital and print media platforms
- Company name announced from platform on day of event by Tunch and Wolf
- Preferred booth space at event

Touchdown Level: \$2,500

- Company name and logo on all event signage and materials
- Booth space at event

Fan Club Level: \$1,000

- Company name appearing on event day signage

Stats: 40% Male, 40% Female, Average age: 42.



DAY OF HOPE PICNIC

July 2020 - Public - 800+ Northside residents

Location: West Park, North Side, Pittsburgh

Join us as we provide free food, clothing, health screenings, community resources and music provided to the North Side community.

Title Sponsor: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo featured on digital and print media platforms
- Potential media exposure
- Social media recognition including Facebook Live
- Preferred booth space at event

North Sider Sponsor: \$2,500

- Company name and logo on all event signage and materials
- Company name and logo featured on digital and print media platforms
- Preferred booth space at event

Community Partner Sponsor: \$1,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Booth space at event

Stats: 70 volunteers serve, 600+ meals served and over 30 community resources available



YINZER 4.12™

Fall 2020- Public - 500+ runners

The 8th annual Yinzer 4.12 and Lil' Yinzer Fun Run welcomes runners from across the region to dress up in ways that represent Pittsburgh to them - anything from black and gold to their favorite Pittsburgh landmark.

Title Sponsor \$10,000

- Company name & logo on all event signage & materials
- Company name & logo on digital & print media platforms
- Potential media exposure
- Social media recognition including Facebook Live
- Company name announced from platform on day of event
- Preferred booth space at event
- Ten paid entry fees

Finish Line Sponsor \$5,000

- Company name & logo on all event signage & materials
- Company name & logo on digital & print media platforms
- Potential media exposure
- Company name announced from platform on day of event
- Five paid entry fees
- Preferred booth space at event

Black & Gold Sponsor \$2500

- Company name & logo on all event signage & material
- Company name announced from platform on day of event
- Two paid entry fees
- Preferred booth space at event

412 Sponsor \$1000

- Company name on signage
- Recognition on social media platforms
- Booth space at event



MORE THAN A MEAL GALA & FUNDRAISER

October 2020 - Private Event- 450+ attendees

Title Sponsor: \$10,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Recognition from the stage
- Two premier tables of eight
- Private lunch with Craig Wolfley and Tunch Ilkin

Gold Sponsor: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Recognition from the stage
- One premier table of ten

Silver Sponsor: \$2,500

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- One premier table of eight

Individual Ticket- \$150; Table of 8- \$1200; Table of 10- \$1500



THANKSGIVING BOXES

November 23, 2020

During this one-day outreach event, volunteers pack and distribute 1,500 Thanksgiving dinner boxes to families in need.

Turkey Sponsor: \$15,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Potential media exposure
- Twenty exclusive day-of volunteer shifts
- Exclusive sponsor video featuring event footage & company recognition

Pie Sponsor: \$10,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Ten exclusive day-of volunteer opportunity spots

Bible Sponsor: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Five exclusive day-of volunteer opportunity spots

All the fixin's Sponsor: \$2,500

- Recognition on social media platforms

Stats: 150 volunteers serve, 1,000+ meals served and over 30 community resources available.



THE GREAT THANKSGIVING DAY BANQUET

November 26, 2020

Join us on Thanksgiving Day, as we feed over 1,000 individuals, distribute clothing and hygiene kits, and share the gospel to those in need.

Title Sponsor: \$10,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms including Facebook Live
- Potential media exposure on three of the major Pittsburgh news stations
- Meals are delivered to 15 local high-rise buildings to between 690 - 770 individuals
- Four guaranteed high demand day-of volunteer shifts

Turkey Sponsor: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Four guaranteed day-of volunteer shifts

Mashed Potato Sponsor: \$2,500

- Company name and logo on all event signage and materials

Stats: 100+ volunteers and staff will go through the dining area on the day of the meal.



CHRISTMAS CELEBRATION

December 18, 2020

Join us for our Christmas Dinner, as we feed over 1,000 individuals, distribute clothing and hygiene kits, and share the gospel to those in need.

Title Sponsor: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms including Facebook Live
- Potential media exposure
- Meals are delivered to 15 local high-rise buildings to over 700 individuals
- Four guaranteed high demand day-of volunteer shifts

Red Sponsor: \$1,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Four guaranteed day-of volunteer shifts

Green Sponsor: \$500

- Company name and logo on all event signage and materials



CHRISTMAS ORNAMENTS

Each year, we provide annual Christmas ornaments to our major donors, partners, and Light of Life supporters. You can help by sponsoring the cost of these ornaments that are hand-crafted by Wendell August Forge.

Title Sponsor: \$10,000

- Company name and logo on all ornament inserts
- Company logo engraved on the back of all ornaments
- Company name recognized on Light of Life's ornament page on the website
- Ornaments distributed to over 400 major donors and attendees of our annual More Than A Meal Gala.
- Complimentary 10 ornaments for your company.

Stats: 400+ ornaments given to guests at our annual gala. Over 650 ornaments are sent out total to major donors, companies, and Light of Life supporters.





Interested in partnering with us? Fill out this form below and send your information to our team!

Company Name: _____

Event Name: _____

Amount: _____

Contact Name: _____

Contact Email: _____

Contact Phone Number: _____

Billing Address: _____

If you have questions or would like more information about partnering with us, or getting your company involved in volunteering, please contact our Major Gifts Coordinator, **Colleen McKerley** at **cmckerley@lightoflife.org** or **412-258-6154**.

www.lightoflife.org ● **913 Western Avenue Pittsburgh, PA 15233**



THANK YOU!