LIGHT OF LIFE RESCUE MISSION WHERE HOPE AND HEALING MEET

2021 PARTNERSHIP OPORTUNITIES

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 with mental health issues, and educational courses to prepare them for careers and independent living.

Each year, Light of Life provides approximately:



250,000 Meals

11,000 Nights Of Emergency Shelter Over



1,000 Chapel Services



1,050 Hours Of Children's Programming

Over 1,500 Thanksgiving Dinner Boxes



23,000 Hours Of Education

LIGHT OF LIFE'S REACH:

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





1,900+ followers

Instagram:



Twitter: 1,700+ followers LinkedIn: 750+ followers

Top Counties Reached:

- Allegheny
- Beaver
- Bulter
- Washington
- Westmoreland

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:

- Gain access and visibility to many potential customers in the Pittsburgh region while giving back to your community
- Gain positive PR while increasing awareness about homelessness
- Receive a tax deduction
- Volunteerism increases employee engagement and boosts morale, workplace atmosphere, brand perception, employee skill development, team building, and leadership

"StarKist is proud to partner with Light of Life Rescue Mission. Light of Life Rescue Mission is truly a beacon of light in the Pittsburgh community. When we work with Light of Life, we know that every product that is donated, every dollar that is given and every volunteer hour that is served is making a positive impact in the Pittsburgh community. It's an honor to work with this organization that is doing so much to help those in need."

Michelle Faist, Head of Corporate Affairs, StarKist Co.



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8496 of consumers find it important to them th a company supports charitable course

500% of consumers find it important to them th a company supports charitable causes

of Americans' purchase decisions are affected charitable giving.

of consumers find it important to them that charitable causes.

of consumers find it important to them that charitable causes. *Mintel. 2018

GOOD FRIDAY CELEBRATION

April 2, 2021

Join us on Friday, April 2, 2021 at our Mission as 100+ volunteers and staff 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
- Six day-of volunteer spots available



MORE THAN A MEAL GALA & FUNDRAISER

April 20, 2021

This private event includes dinner and a live and silent auction. Due to COVID-19, the number of attendees is limited to 200 and the number of seats per table has been reduced to four. This year, there will also be a virtual livestream component to the program, making it available to many more people. Individual Ticket- \$225; Table of 4- \$900

Title Sponsor: \$10,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Company recognition from the stage
- Company recognition on virtual event livestream, including a 30-second commercial spot
- A one-day social media takeover on Light of Life's Facebook and Instagram platforms
- Two premier tables of four

Gold Sponsor: \$5,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Company recognition from the stage
- Company recognition on virtual event livestream
- One premier table of four

Silver Sponsor: \$2,500

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Company recognition on virtual event livestream
- One premier table of four



PITTSBURGH MARATHON TEAM

May 2021

Join the movement that has helped us raise over \$490,000 for the homeless men, women, and children of Pittsburgh over the last eight years. The Pittsburgh Marathon draws 40,000 runners, 200,000 supporters lining the streets and \$10 million in economic impact.

Light of Life Team Title Sponsor: \$5,000

- Company name and logo on all Light of Life 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



TUNCH & WOLF'S WALK FOR THE HOMELESS

Summer 2021

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 and ends with a free, delicious lunch from local vendors for over 600 walkers.

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
- Company name announced from platform on day of event by Tunch and Wolf
- 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
- 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



DAYS OF HOPE

Fall 2021

Join us and 70+ volunteers as we provide free food, clothing, health screenings, community resources and music to over 800 people from the North Side community. 600+ meals are served at this event.

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
- Press release with potential for 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 featured on digital and print media platforms
- Booth space at event



YINZER WEEKEND

Fall 2021

NEW THIS YEAR! The 9th annual Yinzer has transformed into Yinzer Weekend! Yinzer Weekend welcomes 500+ runners of all ages and abilities from across the region to dress up in ways that represent Pittsburgh to them – anything from black and gold to their favorite Pittsburgh landmark. Runners can compete in our certified 5K run, our 4.12K fun run, or in our Lil' Yinzer for those under 12. Is your dog a Yinzer too? Sign up for the Puppy Yinzer! No matter what kind of Yinzer you are, Yinzer Weekend is for you!

Yinzer Weekend Title Sponsor: \$15,000

- 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
- Company name announced from platform on day of event
- Preferred booth space at event
- Ten paid entry fees
- Ability to create a customized promotional plan to tie company name and logo into Light of Life's Yinzer Weekend
- Ten VIP tent admissions
- Access to interactive stations along the routes
- Ability to give a coupon and/or promotional item to runners in their packet, or on race day

Yinzer 5K Sponsor: \$10,000

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

Yinzer 4.12 Sponsor: \$10,000

- Company name and logo on all event signage and material
- Company name announced from platform on day of event
- Five paid entry fees
- Five VIP tent admissions
- Preferred booth space at event

Lil' Yinzer Sponsor: \$5,000

- Company name on event signage and promotional materials
- Recognition on social media platforms
- Booth space at event
- Four VIP tent admissions
- Potential media exposure

Puppy Yinzer Sponsor: \$2,500

- Company name and logo on event signage and promotional materials
- Recognition on social media platforms
- Booth space at event
- Two VIP tent admissions

Cookie Table Sponsor: \$2,500

- Company name and logo on Cookie Table signage
- Company name on T-shirt and promotional material
- Two VIP tent admissions

Dahntahn Sponsor : \$1,000

• Company name on signage, t-shirt, and promotional material



THANKSGIVING BOXES

November 22, 2021

During this one-day outreach event, 150+ volunteers and staff 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



THE GREAT THANKSGIVING DAY BANQUET

November 26, 2021

Join us on Thanksgiving Day, as 100+ volunteers and staff feed over 1,000 individuals, distribute clothing and hygiene kits, and share the gospel to those in need. Meals are also delivered to 15 local high-rise buildings.

Title Sponsor: \$10,000

- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms
- Potential media exposure on three of the major Pittsburgh news stations
- 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



CHRISTMAS CELEBRATION

December 2021

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. Meals are also delivered to 15 local high-rise buildings.

Title Sponsor: \$5,000

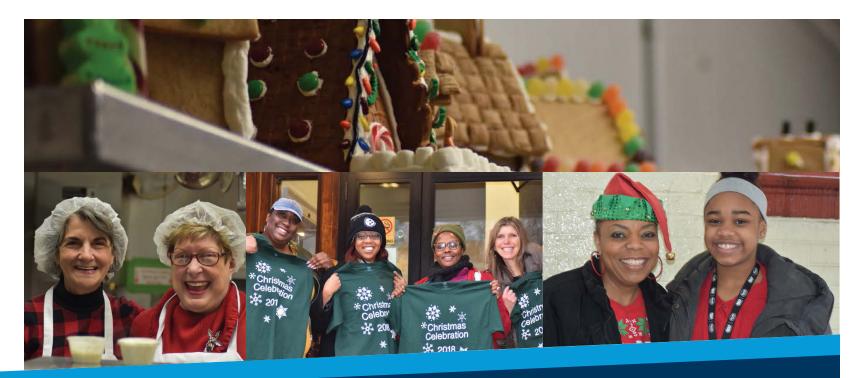
- Company name and logo on all event signage and materials
- Company name and logo on digital and print media platforms including Facebook Live
- Potential media exposure
- Four guaranteed high demand day-of volunteer shifts

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 over 400 Christmas ornaments to those who attend our More than a Meal Gala and then make additional ornaments available for purchase on our website. Visit www.lightoflife.org/ornament for more information.

Title Sponsor: \$10,000

- Company name and logo on all ornament inserts
- Company name recognized on Light of Life's ornament page on the website
- Complimentary 10 ornaments for your company.



To purchase an ornament for your family or your employees, contact Amy Metz, Events Coordinator at ametz@lightoflife.org or 412-258-6111.

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, please contact our Development Manager, Colleen McKerley at cmckerley@lightoflife.org or 412-258-6154.

visit www.lightoflife.org

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THANK YOU