

Northampton Survival Center
Partners in Doing Good Business
Sponsorship Opportunities
2017-18

Partners in Doing Good Business is the Northampton Survival Center's program for connecting the Center with community-minded businesses who are dedicated our mission:

Improving the quality of life for low-income individuals and families throughout Hampshire County by providing nutritious food and other resources in an atmosphere of dignity and respect.

Partners commit essential funding for our core services providing nutritious food and support to individuals and families in need

As Partners, we invite businesses into an ongoing relationship with the Center and our work. We are also pleased to offer multiple opportunities to recognize our Partners' sponsorship commitments throughout the year. We are pleased to offer Partners an array of recognition vehicle to acknowledge your financial support and your commitment to the mission and work of the Northampton Survival Center.

Based on your level of sponsorship, recognition opportunities include: on-site signage, underwriting credit in the Center's print newsletter, online recognition with live link on the Center's web content, underwriting recognition in social media about highlighted programs and events at the Center, signage, program ads, and tickets for special Center events.

Principal Sponsor - \$25,000

The Principal Sponsor will be recognized as the leading business partner of the Center for a full year. Multi-year Principal Sponsorships are also available. As Principal Sponsor your business will have a daily presence with the Center's staff, volunteers, clients and visitors as well as the throughout the year outreach to thousands of friends of the Center via promotional media releases, marketing communications, website content and links, social media, special events, tours and volunteer opportunities.

This is an exclusive sponsorship available to a single business per year. The Principal Sponsor will be assured the first opportunity to renew at Principal level in the subsequent year before that level is offered to another business partner.

Benefits

- Sponsorship/underwriting credit in media releases related to Center and special programs and major events (e.g. Kids Summer Food Program, Post Office Food Drive)
- Underwriting credit in the Center's direct mail newsletter/annual impact report sent 3 times/year to approximately 3,000 community members
- Name and logo on Post Office Food Drive bags and promotional materials, distributed to approximately 7,000 – 8,000 households throughout Northampton.
- Special Acknowledgement during Holiday Season – sponsoring food distribution at the Center for of the months of November and December.
- On-site Signage: Company banner at the Center for one year
- Article in the Center's newsletter highlighting sponsorship and relationship with the Center.
- Signage and tickets to Spring Restaurant Event (i.e. Coco or successor)
- On-site signage and 50 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Special Volunteer Project opportunity for your employees
- Behind the Scenes Tour to see the Center in action
- Website logo and live link on the Center's homepage and footer of all pages on the Center's website for one year
- Listing in Center Newsletter "Thank You" to Doing Good Business Partners
- Logo and link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception, and optional opportunity to address guests during the program.
- Doing Good Business Partner "cling" signs to display at your business locations

Presenting Sponsor - \$15,000+

- Underwriting credit in the Center’s direct mail newsletter/annual impact report sent 3 times/year to approximately 3,000 community members
- Name and logo on Post Office Food Drive bags and promotional materials, distributed to approximately 7,000 – 8,000 households throughout Northampton.
- Special Acknowledgement during one month of food distribution days at the Center.
- On-site Signage: Company banner at the Center for one year
- Article in the Center’s newsletter highlighting sponsorship and relationship with the Center.
- Signage and tickets to Spring Restaurant Event (i.e. Coco or successor)
- On-site signage and 30 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Special Volunteer Project opportunity for your employees
- Behind the Scenes Tour to see the Center in action
- Website logo and live link on the Center’s homepage and footer of all pages on the Center’s website for one year
- Listing in Center Newsletter “Thank You” to Doing Good Business Partners
- Logo and link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception, and optional opportunity to address guests during the program.
- Doing Good Business Partner “cling” signs to display at your business locations

Lead Sponsor - \$10,000+

- Name and logo on Post Office Food Drive bags and promotional materials, distributed to approximately 7,000 – 8,000 households throughout Northampton.
- Special Acknowledgement during three weeks of food distribution days at the Center.
- On-site Signage: Company banner at the Center for one year
- Signage and tickets to Spring Restaurant Event (i.e. Coco or successor)
- On-site signage and 20 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Special Volunteer Project opportunity for your employees
- Behind the Scenes Tour to see the Center in action
- Website logo and live link on the Center’s homepage and footer of all pages on the Center’s website for one year
- Listing in Center Newsletter “Thank You” to Doing Good Business Partners
- Logo and link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception, and optional opportunity to address guests during the program.
- Doing Good Business Partner “cling” signs to display at your business locations

Major Sponsor - \$5,000+

- Name and logo on Post Office Food Drive bags and promotional materials, distributed to approximately 7,000 – 8,000 households throughout Northampton.
- Special Acknowledgement during two weeks of food distribution days at the Center.
- Signage and tickets to Spring Restaurant Event (i.e. Coco or successor)
- On-site signage and 10 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Behind the Scenes Tour to see the Center in action
- Listing in Center Newsletter “Thank You” to Doing Good Business Partners
- Logo and link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception, and optional opportunity to address guests during the program.
- Doing Good Business Partner “cling” signs to display at your business locations

Special Sponsor – \$2,500+

- Name and logo on Post Office Food Drive bags and promotional materials, distributed to approximately 7,000 – 8,000 households throughout Northampton.
- Special Acknowledgement during one week of food distribution days at the Center.
- Signage and tickets to Spring Restaurant Event (i.e. Coco or successor)
- On-site signage and 8 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Listing in Center Newsletter “Thank You” to Doing Good Business Partners
- Logo and link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception, and optional opportunity to address guests during the program.
- Doing Good Business Partner “cling” signs to display at your business locations

Sponsor - \$1,000+

- Name on Post Office Food Drive bags and promotional materials, distributed to approximately 7,000 – 8,000 households throughout Northampton.
- Special Acknowledgement during one food distribution day at Center
- 4 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Listing in Center Newsletter “Thank You” to Doing Good Business Partners
- Logo and link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception
- Doing Good Business Partner “cling” signs to display at your business locations

Community Leader - \$500+

- 2 tickets to Summer Donor Recognition Event (Black Birch or successor event)
- Link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception
- Doing Good Business Partner “cling” signs to display at your business locations

Community Supporter - \$250+

- Link on Doing Good Business Partners page of Center website
- Invitation to Doing Good Business Reception
- Doing Good Business Partner “cling” signs to display at your business locations

Community Friend – Up to \$250 & In-Kind Good/Services Donors

- Invitation to Doing Good Business Reception
- Doing Good Business Partner “cling” signs to display at your business locations

**NORTHAMPTON SURVIVAL CENTER
PARTNERS IN DOING GOOD BUSINESS BENEFITS**

	Principal \$25,000	Presenting \$15,000+	Lead \$10,000+	Major \$5,000+	Special \$2,500+	Sponsor \$1,000+	Community Leader \$500+	Community Supporter \$250+	Community Friend Up to \$250
Program Underwriting Credit	X								
Newsletter Underwriting	X	X							
Newsltr Article	X	X							
Homepage Logo/Link	X	X	X						
Vol. Project	X	X	X						
Year Round On Site Signage	X	X	X						
Tour	X	X	X	X					
Coco Signage and tickets	X	X	X	X	X				
Distribution Days	Nov & Dec	1 Month	3 Weeks	2 Weeks	1 Week	1 Day			
Newsltr Listing	X	X	X	X	X	X			
PO Food Drive Bag	name and logo	name and logo	name and logo	name and logo	name and logo	name only			
"Black Birch" Tickets	50	30	20	10	8	4	2		
Web Page Logo/Link	link and logo	link and logo	link and logo	link and logo	link and logo	link and logo	link	link	
Doing Good Biz Reception	X	X	X	X	X	X	X	X	X
Clings	X	X	X	X	X	X	X	X	X