

# Sponsor Benefits Guide



*Soledad O'Brien*



*Gordon McHenry, Jr.*



*Brittany Packnett Cunningham*

HOPELINK'S ANNUAL  
**Reaching Out**  
LUNCHEON  
*50 Years of Hope*

SPECIAL GUESTS  
**Soledad O'Brien,  
Gordon McHenry, Jr. and  
Brittany Packnett Cunningham**

Facilitated by Lauren Thomas, Hopelink CEO

Monday, **October 19, 2020**

*Join us for a virtual event!*

# Hopelink Launches its 50<sup>th</sup> Year with October's Reaching Out Luncheon, A Virtual Celebration

**Event Description:** On October 19th a very special Reaching Out Luncheon will mark the beginning of a year-long celebration highlighting Hopelink's 50th year of serving people in our community. The Luncheon raises more than \$1 million to help low-income families and individuals gain stability and the tools and skills needed to exit poverty. [This year the Reaching Out Luncheon will be a virtual affair due to the coronavirus pandemic.](#)

**Audience:** The event will host up to 1,800 business professionals, community leaders and philanthropic donors who are committed to sustaining the work Hopelink is doing in this area. Guests come away from the luncheon inspired by stories of those Hopelink is helping, and energized by a strong showing of community support.

## Media Exposure:

[Save the date](#) - sent to 6,000

[425 Magazine ads](#) - 171,000 impressions (Presenting & Champion Sponsors only)

[425 Business ads](#) - 83,000 impressions (Presenting & Champion Sponsors only)

[Hopelink E-news](#) - 46,000 impressions

[Hopelink Reaching Out publication](#) - distributed to 20,000

[Puget Sound Business Journal ad](#) - distributed to 135,000

[Social media promotion](#) - 38,000 impressions



**About Hopelink:** Guided by the vision of a community free of poverty, Hopelink has been serving north and east King County since 1971, reducing hunger, promoting self-sufficiency and helping low-income individuals, families, seniors and people with disabilities meet basic needs (food, shelter, heating, emergency financial support) and gain the tools needed to get back on their feet (case management, adult and financial education and employment services).

**For more information contact: Pam Cabrera - Development Officer, Corporate Giving**  
**425.897.3718 or [PCabrera@hopelink.org](mailto:PCabrera@hopelink.org)**

SPONSOR BENEFITS	Presenting	Champion	Advocate	Partner	Community	Neighbor
Sponsored amount	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
<b>Ongoing benefits &amp; Advanced Recognition</b>						
*425 Magazine & Business Ad	✓	✓				
Featured on Hopelink's social media	Dedicated post	Group sponsor post	Group sponsor post			
Business recognized on event registration landing page	Logo	Logo	Logo	Name		
*Digital invite	Logo	Logo	Logo	Name		
Luncheon website	Linked Logo	Linked Logo	Linked Logo	Linked Name	Linked Name	Linked Name
*Hopelink digital E-news	Logo	Logo	Logo	Name	Name	Name
<b>Day of Event Benefits &amp; Recognition</b>						
Invitation to record a supporting video for the event	✓					
Prominent logo placement during the event	✓	✓				
Ad in the Hopelink digital program	Full Page	1/2 page	1/2 page	1/4 page	1/4 page	
Business to appear in the digital waiting room prior to live stream	Logo	Logo	Logo	Logo	Name	
Business recognized during program	Logo	Logo	Logo	Logo	Name	Name
<b>Post-Event Benefits &amp; Recognition</b>						
Recognition on Hopelink website	Logo	Logo	Logo	Name	Name	Name
Listed in the Hopelink Reaching Out publication	✓	✓	✓	✓	✓	✓
Listed in Puget Sound Business Journal Ad	✓	✓	✓	✓	✓	✓

**\*Commitment and logo needed by August 3rd**

All benefits related to printed materials are subject to print date requirements.

All contributions are tax deductible to the extent the law allows.

**Questions?**  
425.897.3718 or PCabrera@hopelink.org

# Hopelink's 25th Reaching Out Luncheon - October 19, 2020

## Sponsorship Agreement

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Payment Information

Please invoice me

Please find my check enclosed (payable to Hopelink)

Please charge my (circle one): VISA MasterCard American Express Discover

Credit Card Number: \_\_\_\_\_ CCV: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## Thank You!

Please return this form to Pam Cabrera,

Hopelink Development Officer, Corporate Giving

P.O. Box 3577, Redmond, WA 98073-3577

You can reach Pam at 425.897.3718 or PCabrera@hopelink.org

## Sponsorship Level

Please check your desired sponsorship level:

Presenting Sponsor - \$25,000

Champion Sponsor - \$15,000

Advocate Sponsor - \$10,000

Partner Sponsor - \$5,000

Community Sponsor - \$2,500

Neighbor Sponsor - \$1,000

The logo for Hopelink, featuring the word "hopelink" in a lowercase, blue, sans-serif font.

For most sponsor benefits, please pledge by

**August 3rd, 2020**

After August 3rd, please contact Pam Cabrera for more information on available benefits.