



**END**   
**SUMMER**  
**HUNGER**

**2020 SPONSOR BENEFITS**

# A Critical Time of Year

## What is End Summer Hunger?

End Summer Hunger is a campaign to collect food and funds in order to feed students in Hopelink's service area. With community support, Hopelink provides families with nutritious kid-friendly foods during the summer when meals provided through the free and reduced-price lunch program are not available.

### Campaign Period:

May 1, 2020 - August 31, 2020

## How Your Support Makes a Difference

Corporate sponsorships allow Hopelink to focus on providing healthy and nutritious foods to the children and families we serve. Research shows that when children experience even short-term hunger at an early age, the effects can hinder their ability for growth and development throughout the course of their lives. Your support makes a difference in the lives of local children so they don't have to experience the damaging effects of hunger.

## Sponsorship Opportunities

Multiple levels of sponsorship are available, meeting your business's diverse marketing needs. Sponsorship commitment needed by April 15, 2020.

## Hopelink Food Assistance Program 2019 Results

2,267,031

meals provided in food assistance programs



2,367

children served by Hopelink through ESH funding at our food banks in 2019



14,585

clients received food assistance



4,171,613

pounds of food distributed at food banks

**Questions?** Call or email Pam Cabrera  
425.897.3718 or PCabrera@hopelink.org

**hopelink**  
hopelink.org

# Your Benefits

SPONSOR BENEFITS	Presenting	Signature	Lead	Major	Impressions
	\$20,000 <i>Logo representation</i>	\$10,000 <i>Logo representation</i>	\$5,000 <i>Logo representation</i>	\$2,500 <i>Text name only</i>	
Co-branding on 2020 ESH logo	✓				-
Exclusive recognition on bus board ads	✓				3.7 Million
Donor appeals	✓				32,000
Seattle Times ads	✓	✓			1 Million
Eastside Parent Map ads	✓	✓			170,000
Sound Publishing (Eastside reporter papers)	✓	✓	✓		975,000
425 Magazine / 425 Business Magazine	✓	✓	✓	✓	285,000
Puget Sound Business Journal	Text name only	Text name only	Text name only	Text name only	56,000
Recognition in Hopelink's Reaching Out Magazine	✓	✓	✓	✓	19,000
Recognition in Hopelink eNews	✓	✓	✓	✓	44,000
Recognition on ESH campaign poster	✓	✓	✓	✓	50,000
Social media	✓	✓	✓	✓	10,000
Recognition on the ESH webpage	✓	✓	✓	✓	1,300
	<b>6 Million</b> TOTAL IMPRESSIONS	<b>2.6 Million</b> TOTAL IMPRESSIONS	<b>1.4 Million</b> TOTAL IMPRESSIONS	<b>465,000</b> TOTAL IMPRESSIONS	

**Sponsorship commitment needed by April 15, 2020**

# Sponsor Benefits Explained

 <b>Co-branding on 2020 ESH logo</b>	Your logo will be in close proximity to the End Summer Hunger (ESH) logo on all materials listed!
 <b>Exclusive recognition on bus board ads</b>	Be recognized as the presenting sponsor for ESH on bus board ads on many Eastside bus routes.
 <b>Seattle Times ads</b>	Be seen by people all across the Greater Seattle Area with digital ads through the Seattle Times.
 <b>Donor appeals</b>	Your company will receive exclusive recognition as the presenting sponsor of the campaign in three appeals sent directly to Hopelink supporters.
 <b>Sound Publishing (Eastside reporter papers)</b>	Your business will be recognized on ads in the Bellevue, Kirkland, Redmond, Issaquah, Sammamish, Bothell-Kenmore and Mercer Island Reporter newspapers as well as in the Snoqualmie Valley record.
 <b>Recognition in 425 Magazine and 425 Business ads</b>	Your business will be recognized on ads in 425 Magazine and 425 Business Magazine.
 <b>Eastside Parent Map ads</b>	Your business will be recognized in Eastside Parent Map display advertising.
 <b>Puget Sound Business Journal</b>	Your business will be recognized as one of our corporate sponsors this year in Puget Sound Business Journal's Book of Lists.
 <b>Recognition in Hopelink's Reaching Out Magazine</b>	Reaching Out is Hopelink's donor news publication. Your company will be included as a sponsor for our End Summer Hunger campaign in the Spring issue to over 19,000 Hopelink supporters.
 <b>Recognition in Hopelink's eNews</b>	Hopelink's monthly eNews will recognize your company as one of the ESH sponsors.
 <b>Recognition on ESH campaign posters</b>	Be seen all around the area from community boards to restaurants with your company listed on our ESH campaign posters.
 <b>Social media</b>	You'll be recognized in community appeals and sponsor recognition posts through a Hopelink social media campaign.
 <b>Recognition on ESH campaign webpage</b>	End Summer Hunger has a main webpage that viewers are directed to from almost all promotional materials. Your company will be included on that webpage.

 = Presenting sponsor level

 = Signature sponsor level

 = Lead sponsor level

 = Major sponsor level

# Commit to End Summer Hunger

## 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: \_\_\_\_\_

## Sponsorship Level

Please check your desired sponsorship level:

Presenting Sponsor - \$20,000

Lead Sponsor - \$5,000

Signature Sponsor - \$10,000

Major Sponsor - \$2,500

## 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**

For full sponsor benefits,  
please pledge by

**April 15, 2020**

Please contact Pam Cabrera for information  
about benefits available after April 15.