



and its programs



2017 Corporate Sponsorship Program

The Corporate Sponsorship Program is a year-long partnership between your company and New Life Family Services designed to offer mutual benefits to your business and our organization.

Through participation in New Life's Corporate Sponsorship Program, your company can expect to gain increased business exposure while helping us to strengthen individuals and families in the community through our pregnancy-support and adoption services.

Benefits for Corporate Sponsors:

- Visibility at one or all of New Life's three events over the duration of one year.
- Exposure to thousands of individuals, churches, and businesses in the Minneapolis/ St. Paul metro area and Rochester community through social media and direct mail pieces.
- Your business logo featured on New Life's website Corporate Sponsorship page, online event pages, and specific fundraising pages linking viewers to your website. New Life's website receives an average of 2,500 visitors per month and a Facebook page with over 3,100 likes.
- Your business logo in the New Life newsletter, published two times per year. New Life mailings reach over 6,000 ministry supporters in the Twin Cities and Rochester areas.
- Association with a trusted organization, celebrating 44 years of service to the community.

Corporate Sponsorship Levels will be distinguished *per event*. You can choose to sponsor one or all events. Each event is listed below with details of each sponsorship level on the following pages. Thank you for your consideration in becoming a Corporate Sponsor with New Life. We look forward to partnering with you!

Corporate Sponsorship Levels

\$2,500 - \$7,500*	Gala Sponsor
\$1,000 - \$5,000*	Walk for Life Sponsor
\$1,000 - \$5,000*	Laugh for Life Sponsor

Payment for your sponsorship can be made by check or credit card either in full, at the time of enrollment, or in quarterly payments. If you choose to sponsor all three events, you will receive a discounted rate. Please contact Jessica Schoen to discuss discounted rates.

Artwork Submission Guidelines

Artwork may be submitted in one of the following formats: jpg, gif, or eps to Jessica Schoen at schoen.jessica@nlfs.org

Annual Gala Sponsor - \$2,500 - \$7,500

Approximately 1,300 guests attend the New Life Gala in the Twin Cities and Rochester.

Keynote Sponsorship (\$7,500) benefits include:

- A full-page business advertisement in New Life's Annual Fundraising Banquet program.
- A meet and great with our keynote speaker.
- Your business logo will be included on the main sponsorship PowerPoint slide, displayed during the event.
- One business advertisement PowerPoint slide that will loop during dinner, which is approximately 30 minutes.
- A verbal acknowledgement at the event.
- Reserved premium seating for three tables at the Twin Cities or Rochester Banquet.
- An opportunity to donate an item(s) to our Silent Auction where we will feature your business as a Promoter of Life Sponsor.

Testimonial Sponsorship (\$5000) benefits include:

- A half-page business advertisement in New Life's Annual Fundraising Banquet program.
- Your business logo will be included on the main sponsorship PowerPoint slide, displayed during the event.
- One business advertisement PowerPoint slide that will loop during dinner, which is approximately 30 minutes.
- Reserved premium seating for two tables at the Twin Cities or Rochester Banquet.
- An opportunity to donate an item(s) to our Silent Auction where we will feature your business as a Promoter of Life Sponsor.

Emcee Sponsorship (\$2,500) benefits include:

- A quarter-page business advertisement in New Life's Annual Fundraising Banquet program.
- Your business logo will be included on the main sponsorship PowerPoint slide, displayed during the event.
- One business advertisement PowerPoint slide that will loop during dinner, which is approximately 30 minutes.
- Reserved premium seating for one table at the Twin Cities or Rochester Banquet.
- An opportunity to donate an item(s) to our Silent Auction where we will feature your business as a Promoter of Life Sponsor.

Walk for Life Sponsor - \$1,000 - \$5,000

Event materials distributed to over 5,000 households and 1,000 community locations/partners, approximately 500 guests attend the event in the Twin Cities and Rochester.

Finish Line Sponsorship (\$5000) benefits include:

- An opportunity to have a tent at the event promoting your company and selling your products and/or services.
- Verbal recognition before race begins.
- Your business logo included on the event postcard and brochure.
- Your business logo included on the fundraising form, which explains the event and allows individuals to seek personal fundraising support.
- Your business logo printed on high-quality Walk for Life t-shirts.

5k Sponsorship (\$2500) benefits include:

- An opportunity to have a tent at the event promoting your company and selling your products and/or services.
- Your business logo included on the event postcard and brochure.
- Your business logo included on the fundraising form, which explains the event and allows individuals to seek personal fundraising support.
- Your business logo printed on high-quality Walk for Life t-shirts.

Mile Marker Sponsorship (\$1000) benefits include:

- Your business logo included on the event postcard and brochure.
- Your business logo included on the fundraising form, which explains the event and allows individuals to seek personal fundraising support.
- Your business logo printed on high-quality Walk for Life t-shirts.

Laugh for Life Sponsor - \$1,000 - \$5,000

Event materials distributed to over 9,000 households, approximately 3,000 guests attend the event in the Twin Cities and Rochester.

Entertainment Sponsorship (\$5000) benefits include:

- Ten main floor tickets at the Twin Cities or Rochester Laugh for Life including entrance to early VIP meet and great with the comedian.
- An opportunity to have a booth at the event promoting your company and selling your products and/or services.
- Your business logo included on the Save the Date printed postcard for event.
- Your business logo included on the Laugh for Life printed program distributed at the event.

Main Act Sponsorship (\$2500) benefits include:

- An opportunity to have a booth at the event promoting your company and selling your products and/or services.
- Your business logo included on the Save the Date printed postcard for event.
- Your business logo included on the Laugh for Life printed program distributed at the event.
- Six main floor tickets at the Twin Cities or Rochester Laugh for Life.

First Act Sponsorship (\$1000) benefits include:

- Your business logo included on the Laugh for Life printed program distributed at the event.
- Your business logo included on the Save the Date printed postcard for event.
- Four main floor tickets at the Twin Cities or Rochester Laugh for Life.

To Enroll / Questions / More Information

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