



Big Day of Giving 2018

Sponsorship Opportunities

	PLATINUM	GOLD	SILVER	BRONZE
	\$30,000	\$10,000	\$5,000	\$1,000
Exterior signage co-branding	Name & logo recognition on exterior CRH sign @ Auburn Blvd. & Watt Ave (daily traffic count at least 25,000) throughout May 2018			
Kickoff Event & Media Coverage	Profile on event signage, photo opportunities and media interviews at 5/3/18 public kickoff event at Receiving Home campus (<i>including live broadcasts via Facebook Live... media properties TBA</i>)	Profile on event signage, photo opportunities and media interviews at 5/3/18 public kickoff event at Receiving Home campus (<i>including live broadcasts via Facebook Live...media properties TBA</i>)		
Donor Appreciation Event	Seating for (6), verbal and on-screen recognition at CRH's 5/15/18 Appreciation Event at Del Paso Country Club attended by 100+ top donors	Seating for (4), verbal and on-screen recognition at CRH's 5/15/18 Appreciation Event at Del Paso Country Club attended by 100+ top donors	On-screen recognition at CRH's 5/15/18 Appreciation Event at Del Paso Country Club attended by 100+ top donors	
CRH Home Page	Profile in top rotation on home page throughout the month of May 2018	Profile in top rotation on home page throughout the month of May 2018	Name, logo & tagline in featured tile on home page	
CRH Website Sponsorship Page	Name, logo & tagline on Sponsorship page with PLATINUM level indication	Name, logo & tagline on Sponsorship page with GOLD level indication	Name, logo & tagline on Sponsorship page with SILVER level indication	Name, logo & tagline on Sponsorship Page with BRONZE level indication
E-newsletter (3,000 subscribers)	Post-event e-blast thanks to 3,000+ subscribers and Big Day of Giving donors	Post-event e-blast thanks to 3,000+ subscribers and Big Day of Giving donors	Post-event e-blast thanks to 3,000+ subscribers and Big Day of Giving donors	Post-event e-blast thanks to 3,000+ subscribers and Big Day of Giving donors
Social Media (Facebook, Twitter & Instagram)	Campaign co-branding : Weekly videos and/or posts throughout April and May 2018 as "Presenting Sponsor"	Campaign co-branding : Weekly videos and/or posts throughout April and May 2018 as "Presenting Sponsor"	Five-time announcement of sponsorship with name, logo & tagline on Facebook and Twitter through April and May 2018	Three-time announcement of sponsorship with name, logo & tagline on Facebook and Twitter through April and May 2018
Sponsorship Promotion & Marketing Materials	Personalized toolkit: co-branded BigDoG materials for web and print promotion	Personalized toolkit: co-branded BigDoG materials for web and print promotion	Customizable toolkit & Instructions	Customizable toolkit & Instructions