



Big Day of Giving 2021

Sponsorship Opportunities

	VISIONARY	CHAMPION	ADVOCATE
	\$10,000	\$5,000	\$2,500
Exterior signage co-branding	Name/logo recognition on 8'x3' mounted banner at intersection of Auburn Blvd. & Watt Ave (daily traffic count at least 25,000) Apr. 26-May 10, 2021		
Donor Appreciation Event (date & format TBD)*	Seating for (4), verbal and on-screen recognition at CRH's Donor Appreciation Event attended by 100+ top donors	Seating for (2), on-screen recognition at CRH's Donor Appreciation Event attended by 100+ top donors	On-screen recognition at CRH's Donor Appreciation Event attended by 100+ top donors
CRH Home Page	Profile in top rotation on home page throughout April & May 2021	Name, logo & tagline in featured tile on home page	
CRH Website Sponsorship Page	Name, logo & tagline on Sponsorship page with VISIONARY level indication	Name, logo & tagline on Sponsorship page with CHAMPION level indication	Name, logo & tagline on Sponsorship Page with ADVOCATE level indication
E-newsletter (3,000 subscribers)	Name & logo featured in pre- and post-event e-blast to 3,000+ subscribers and Big Day of Giving donors	Name featured in pre- and post-event e-blast to 3,000+ subscribers and Big Day of Giving donors	Name featured in pre- and post-event e-blast to 3,000+ subscribers and Big Day of Giving donors
Social Media (Facebook, Twitter & Instagram – 5,000 followers)	Campaign co-branding: Weekly videos and/or posts throughout April and May 2021 as "VISIONARY Sponsor"	Five-time announcement of sponsorship with name, logo & tagline on Facebook and Twitter during April and May 2021	Three-time announcement of sponsorship with name, logo & tagline on Facebook and Twitter during April and May 2021
Local News Media	Name featured in press release, invitation to participate in any interview achieved with local media properties prior to Big Day of Giving	Name featured in press release, mentioned in all interviews achieved with local media properties prior to Big Day of Giving	Name featured in press release, mentioned in all interviews achieved with local media properties prior to Big Day of Giving

*In-person event tentatively scheduled for September 2021 (if allowable by county health authorities)