

# Homeless Care

For over 700 individuals each year



# 2017

# Community Investment Opportunities

POSITIVE  
**P.R.**

TEAM BUILDING  
**VOLUNTEER**  
OPPORTUNITIES

ATTRACT  
**AND RETAIN**  
MILLENNIALS

**GIVE**  
**BACK**

**INCREASE**  
**BRAND**  
**VISIBILITY**

**BUILD**  
COMMUNITY

TAX EXEMPT  
**PHILANTHROPY**

# EVENT REACH

	Brighter Days Gala 250 Attendees	Blue Needs You 8K Race 600+ Participants	One Fine Day Summer Celebration 250 Attendees
<b>Television</b>	400,000+		
<b>Digital Media</b>			
Community Calendars	40+		
Facebook and Twitter	4,000		
Email Marketing	3,000 readers x 6-7 campaigns		
Sponsor Page Views	1,000+	6,000+	1000+
<b>Print Media*</b>			
Adirondack Sports and Fitness Magazine		20,000 (x 3 issues)	
Saratoga TODAY	60,000 issues	60,000 issues	60,000 issues
Simply Saratoga	40,000 issues		40,000 issues
Invitations	2,000		2,000
Posters/Postcards	50+	2,000	50+

*\*others may be added*

# 2017 EVENT OVERVIEW

## **BRIGHTER DAYS** SHELTERS OF SARATOGA 2017 GALA

### **Brighter Days Gala**

March 23, 2017 \* Longfellows Restaurant

Celebrate your contributions at an evening cocktail reception with apx 250 participants at Longfellows Restaurant. Contributions totaled over \$67,000 in 2016.

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### **Blue Needs You - 8K Race Event**

April 15, 2017 \* Hampton Inn and Suites Downtown Saratoga

Over 600 runners and additional participants 'Run for Blue' each spring. This fundraiser solely supports the Code Blue program which provides street homeless individuals with respite from cold winter nights. The race provided over \$35,000 in 2016.

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### **One Fine Day - Summer Celebration**

August 22, 2017 \* Saratoga National Golf Club

250 attendees enjoy 'One Fine Day' amidst the breathtaking views of Saratoga National Golf Club the Tuesday of Travers Week each year. Support of this event has raised over \$45,000 to support homeless care in Saratoga Springs.

# EVENT SPONSORSHIP BENEFITS

	Brighter Days Gala March 23, 2017	Blue Needs You 8K Race April 15, 2017	One Fine Day Summer Celebration August 22, 2017
<b>Base Package</b> (all sponsor levels)	Logo placement on: Event Displays Website Digital Media	Logo placement on: Runner Tees (apx. 600) Website Digital Media Thank you banner Expo Participation	Logo placement on: Event Displays Website Social Media
<b>Presenting Sponsor</b> \$5,000 per event	<b>Premiere Base Package +</b> Logo on invitation and email Verbal recognition at event 8 complimentary reservations	<b>Premiere Base Package +</b> ( <del>Two</del> <i>One available</i> ) Logo on all print media Start line banner (sponsor provided) Verbal recognition at event Race announcements 8 complimentary registrations	<b>Premiere Base Package +</b> Logo on invitation and email Verbal recognition at event 8 complimentary reservations
<b>Water Bottle Sponsor</b> \$3,000 (race only)	<i>not available</i>	( <i>One available</i> ) Exclusive logo placement with race branding on water bottles	<i>not available</i>
<b>Gold Sponsor</b> \$2,500 per event	<b>Preferred Base Package +</b> 6 complimentary reservations	<b>Preferred Base Package +</b> 6 complimentary registrations	<b>Preferred Base Package +</b> 6 complimentary reservations
<b>Silver Sponsor</b> \$1,000 per event	<b>Base Package +</b> 4 complimentary reservations	<b>Base Package +</b> 4 complimentary registrations	<b>Base Package +</b> 4 complimentary reservations
<b>Bronze Sponsor</b> \$500 per event	<b>Base Package +</b> 3 complimentary reservations	<b>Base Package +</b> 3 complimentary registrations	<b>Base Package +</b> 3 complimentary reservations
<b>Benefactor Sponsor</b> \$250 per event	<b>Base Package +</b> 2 complimentary reservations	<b>Base Package +</b> 2 complimentary registrations	<b>Base Package +</b> 2 complimentary reservations

# Event Sponsorship Agreement and Payment Form

In order to maximize sponsorship benefits, please return this form as soon as possible. *Benefits for all events begin January 2, 2017.*

Company Name: \_\_\_\_\_

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

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

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

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

	Brighter Days Gala	Blue Needs You 8K Race	One Fine Day Summer Celebration	Subtotal
<b>Presenting Sponsor</b> (\$5,000 per event)				
<b>Water Bottle Sponsor</b> (\$3,000 - one available)	n/a		n/a	
<b>Gold Sponsor</b> (\$2,500 per event)				
<b>Silver Sponsor</b> (\$1,000 per event)				
<b>Bronze Sponsor</b> (\$500 per event)				
<b>Benefactor Sponsor</b> (\$250 per event)				
			<b>TOTAL:</b>	

Payment Method				
<input type="checkbox"/>	<b>Check Enclosed</b>	Check # _____		
<input type="checkbox"/>	<b>Please Invoice Me</b>	# of installments _____	Start Date: _____	Billing Contact: _____

*Please make checks payable to Shelters of Saratoga*

Return forms to Shelters of Saratoga | PO BOX 3089 | Saratoga Springs, NY 12866  
or email to Rosemary Riedhammer rriedhammer@sheltersofsaratoga.org | 518-581-1097