

2018 Community Investment

A stable future for hundreds in the Saratoga community.



POSITIVE
P.R.

TEAM BUILDING
VOLUNTEER
OPPORTUNITIES

ATTRACT
AND RETAIN
MILLENNIALS

GIVE
BACK

INCREASE
BRAND
VISIBILITY

BUILD
COMMUNITY

TAX EXEMPT
PHILANTHROPY

MARKETING REACH

	Brighter Days Gala 250 Attendees	Blue Needs You 8K Race 600+ Participants	One Fine Day Summer Celebration 250 Attendees
Television	400,000+		
Digital Media			
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+
Print Media*			
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*

EVENT OVERVIEW

BRIGHTER DAYS SHELTERS OF SARATOGA 2017 GALA

Brighter Days Gala

March 22, 2018 * Longfellows Restaurant

Celebrate your contributions at an evening cocktail reception with apx 250 participants at Longfellows Restaurant. Contributions totaled over \$67,000 in 2017.



Blue Needs You - 8K Race Event

April 14, 2018 * 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 \$38,000 in support in 2017.



One Fine Day - Summer Celebration

August 21, 2018 * 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 \$50,000 to support homeless care in Saratoga Springs.

SPONSORSHIP BENEFITS

	Brighter Days Gala	Blue Needs You 8K Race	One Fine Day Summer Celebration
Base Package (all sponsor levels)	Logo placement on: Event Displays Website Digital Media	Logo placement on: Runner Tees (apx. 600) Website Digital Media Thank you banner	Logo placement on: Event Displays Website Social Media
Presenting Sponsor \$5,000 per event	Premiere Base Package + Logo on invitation and email Verbal recognition at event 1 table (10 event reservations)	Premiere Base Package + <i>(Two available)</i> Logo on all print media Verbal recognition at event Award Presentation Race Announcements Trail Car 10 race registrations	Premiere Base Package + Logo on invitation and email Verbal recognition at event 1 table (10 event reservations)
Giveaway Sponsor \$3,000	<i>(One Available)</i> Co-branded event giveaway of sponsor's choice 8 Reservations	<i>(One available)</i> Exclusive logo placement with race branding on 600 pint glasses 8 Registrations	<i>(One Available)</i> Co-branded event giveaway of sponsor's choice 8 Reservations
Gold Sponsor \$2,500 per event	Preferred Base Package + 6 complimentary reservations	Preferred Base Package + 6 complimentary registrations	Preferred Base Package + 6 complimentary reservations
Silver Sponsor \$1,000 per event	Base Package + 4 complimentary reservations	Base Package + 4 complimentary registrations	Base Package + 4 complimentary reservations
Bronze Sponsor \$500 per event	Base Package + 3 complimentary reservations	Base Package + 3 complimentary registrations	Base Package + 3 complimentary reservations
Benefactor Sponsor \$250 per event	Base Package + 2 complimentary reservations	Base Package + 2 complimentary registrations	Base Package + 2 complimentary reservations
In-Kind Donor	commensurate with value not to exceed \$1,000	commensurate with value up not to exceed \$1,000	commensurate with value not to exceed \$1,000

Agreement and Payment Form

In order to maximize sponsorship benefits, **please return this form by December 20, 2017.** *Benefits for all events begin January 2, 2018.*

Company Name:

Billing Address:

City, State, Zip:

Contact Name:

Phone Number:

Email Address:

	Brighter Days Gala	Blue Needs You 8K	One Fine Day
Presenting Sponsor (\$5,000 per event/year)			
Giveaway Sponsor (\$3,000 per event/year)			
Gold Sponsor (\$2,500 per event/year)			
Silver Sponsor (\$1,000 per event/year)			
Bronze Sponsor (\$500 per event/year)			
Benefactor Sponsor (\$250 per event/year)			
SELECT YEAR(S) for multi-year pledge (if applicable)	2018	2019	2020

Payment Method				
<input type="checkbox"/>	Check Enclosed	Check # _____		
<input type="checkbox"/>	Please Invoice Me	# 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