

2019 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	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+	1000+
Print Media*		
Adirondack Sports and Fitness Magazine		
Saratoga TODAY	60,000 issues	60,000 issues
Simply Saratoga	40,000 issues	40,000 issues
Invitations	2,000	2,000
Posters/Postcards	50+	50+

**others may be added*

EVENT OVERVIEW

BRIGHTER DAYS SHELTERS OF SARATOGA GALA

Brighter Days Gala

March 28, 2019 * Longfellows Restaurant

Celebrate your contributions at an evening cocktail reception with apx 250 participants at Longfellows Restaurant. With your help, we hope to raise over \$60,000.



One Fine Day - Summer Celebration

August 6, 2019 * Saratoga National Golf Club

250 attendees enjoy 'One Fine Day' amidst the breathtaking views of Saratoga National Golf Club. Support of this event has raised over \$50,000 to support homeless care in Saratoga Springs.

SPONSORSHIP BENEFITS

	Brighter Days Gala	One Fine Day Summer Celebration
Base Package (all sponsor levels)	Logo placement on: Event Displays Website Digital Media	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 + Logo on invitation and email Verbal recognition at event 1 table (10 event reservations)
Giveaway Sponsor \$3,000	<i>(One Available)</i> <i>Co-branded event giveaway of sponsor's choice</i> <i>8 Reservations</i>	<i>(One Available)</i> <i>Co-branded event giveaway of sponsor's choice</i> <i>8 Reservations</i>
Gold Sponsor \$2,500 per event	<i>Preferred Base Package +</i> 6 complimentary reservations	<i>Preferred Base Package +</i> 6 complimentary reservations
Silver Sponsor \$1,000 per event	<i>Base Package +</i> 4 complimentary reservations	<i>Base Package +</i> 4 complimentary reservations
Bronze Sponsor \$500 per event	<i>Base Package +</i> 3 complimentary reservations	<i>Base Package +</i> 3 complimentary reservations
Benefactor Sponsor \$250 per event	<i>Base Package +</i> 2 complimentary reservations	<i>Base Package +</i> 2 complimentary reservations
In-Kind Donor	commensurate with value 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 February 1, 2019.** *Benefits for all events begin immediately.*

Company Name:

Billing Address:

City, State, Zip:

Contact Name:

Phone Number:

Email Address:

	Brighter Days Gala	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)		

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