



Mellwood Art Center - Picasso Room  
Entertainment by JD Shelburne



# **MASK FOR AID PROPOSAL**

**EVENT DATE**  
17 September 2021

**START TIME**  
6:00 pm ET

## EXECUTIVE DIRECTOR'S MESSAGE

On behalf of all of us at SPARC Hope, thank you for consideration to partner with us and enable our efforts to provide support, encouragement and guidance to single parents in the pursuit of identifying life choice options, which enhance their opportunities for career advancement and independence.

## OVERVIEW

**Cause marketing is 94% more effective than standard marketing!**

That's an enormous claim, but research has found, consumers buy with emotion and would much rather spend money with businesses who align themselves and serve their communities, such as SPARC Hope and other non-profit organizations.

## TARGET MARKET

Donors and supporters of SPARC Hope are of a varied demographic breakdown, but one thing brings them together... helping others.

Many top monetary donors have the highest disposable income in the area and give generously, therefore, through cause marketing, it is the perfect opportunity to align your brand with SPARC Hope.

## GOALS

Partnership with your brand to further our efforts in helping single parents to achieve more for their family's future.



## EXCLUSIVE TITLE SPONSORSHIP

\$25,000

**1 SPOT!**

The most PROMINENT partnership! Your brand becomes synonymous with this worthwhile event! Your branding is included in all traditional and digital marketing campaigns for event. Logo featured on website for one year; also on all invitations.

**This is a non-compete sponsorship!\***

**You also receive:**

- **Three (3) reserved tables at the event**
- **Twenty-four (24) tickets**
- **Opportunity to speak at event**

## DOCTORATE LEVEL SPONSOR

\$10,000

**1 SPOT!**

**Includes prominent display on our website for one year, inclusion in digital media campaigns, mentions in any traditional marketing**

**You also receive:**

- **Two (2) reserved tables at the event**
- **Sixteen (16) tickets**
- **Recognition during the event**

## MASTER LEVEL SPONSOR

\$5,000

**1 SPOT!**

**Includes prominent display on our website for 6 months, inclusion in digital media campaigns, mentions in any traditional marketing**

**You also receive:**

- **One (1) reserved table at the event**
- **Eight (8) tickets**
- **Recognition during the event**



## ASSOCIATE LEVEL SPONSOR

\$2,500

**2 SPOTS!**

Includes prominent display on our website for 3 months, inclusion in digital media campaigns, mentions in any traditional marketing

**You also receive:**

- **Four (4) tickets**
- **Recognition during the event**



## CERTIFICATE LEVEL SPONSOR

\$1,000

**5 SPOTS!  
SOLD OUT**

Includes individual name/ company name listed on our website for 3 months, inclusion in digital media campaigns, mentions in any traditional marketing

**You also receive:**

- **Two (2) tickets**
- **Recognition during the event**

**CERTIFICATE LEVEL SOLD OUT - THANK YOU**

**TAYLOR HOMES**

**N2DIGITAL**

**INGARDUS**

**ANSEFT FOOT & ANKLE CTR.**

**COMMONWEALTH BANK & TRUST**

## KEY DONOR SPONSOR

\$500

**UNLIMITED**

You are named as a key donor, supporting SPARC Hope and are recognized in our program during the event.

**You also receive:**

- **Two (2) tickets**

## AGREEMENT

With your signature, you are agreeing to provide sponsorship to SPARC Hope and, specifically, the Mask For Aid event on Sept. 17, 2021.

You can sign up for sponsorship levels, purchase tables, or buy individual seats.

Please visit our event page at: <https://www.sparc-hope.org/mask-for-aid/>

**SIGN HERE**