GIVE FOR GOOD LOUISVILLE™

HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

SEPTEMBER 13 2018

SPONSORSHIP OPPORTUNITIES



502.585.4649
www.giveforgoodlouisville.org

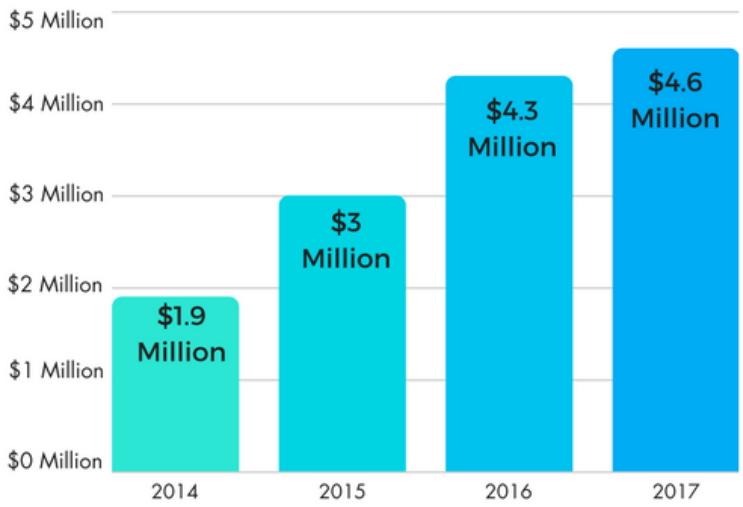
IMPACT ON THE RISE

The biggest day of local giving keeps getting bigger! After the 24-hour online giving day's unprecedented success of raising $4.6 million for 500+ participating local nonprofits in 2017, and over $14 million over the past 4 giving days, we are excited to announce the 5th annual Give For Good Louisville will return on September 13, 2018.

When our community comes together through donations big and small, we can change the world around us. That's what Give For Good Louisville is all about.

The success of this program would not be possible without the support of our partners who help create a robust Bonus & Prize pool for the participating nonprofits and make this a bona fide movement that rallies our entire community. We hope we can count on your support for 2018!

TOTAL DOLLARS RAISED



500+

LOCAL NONPROFITS













BONUS & INCENTIVE POOL SPONSOR

BRANDING BENEFITS - inclusion on:

- Give For Good Louisville and Community Foundation websites
- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
- Promotional postcard to Community Foundation donors
- Email communication to donors and nonprofits
- Social media promotion
- Event t-shirts
- Handouts at nonprofit trainings
- Signage at midday nonprofit rally at 4th Street Live

SILVER LEVEL

FINANCIAL COMMITMENT

$10,000

These funds will be used for the Bonus & Prize Pool which serve as a great incentive for participating nonprofits and attracts donors to support the biggest day of local giving.

Logo size and placement commensurate with sponsorship level and as space permits.







BONUS & INCENTIVE POOL SPONSOR

BRANDING BENEFITS - inclusion on:

- Give For Good Louisville and Community Foundation websites
- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
- Promotional postcard to Community Foundation donors
- Email communication to donors and nonprofits
- Event t-shirts
- Handouts at nonprofit trainings
- Signage at midday nonprofit rally at 4th Street Live
- Emcee recognition at nonprofit rally at 4th Street Live
- Facebook Live interview to promote your support

GOLD LEVEL

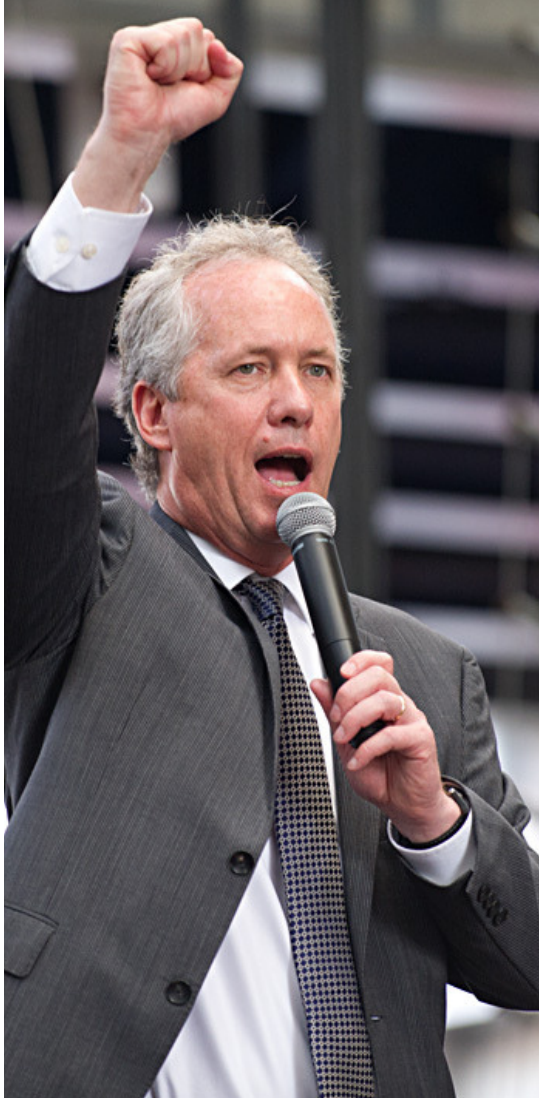
FINANCIAL COMMITMENT

$25,000

These funds will be used for the Bonus & Prize Pool which serve as a great incentive for participating nonprofits and attracts donors to support the biggest day of local giving.

Logo size and placement commensurate with sponsorship level and as space permits.







BONUS & INCENTIVE POOL SPONSOR

BRANDING BENEFITS -inclusion on:

- Give For Good Louisville and Community Foundation websites
- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
- Promotional postcard to Community Foundation donors
- Email communication to donors and nonprofits
- Event t-shirts
- Handouts at nonprofit trainings
- Signage at midday nonprofit rally at 4th Street Live
- Emcee recognition at midday nonprofit rally at 4th Street Live
- Facebook Live interview to promote your support
- Special editorial coverage of your support

PLATINUM LEVEL

FINANCIAL COMMITMENT

$50,000

These funds will be used for the Bonus & Prize Pool which serve as a great incentive for participating nonprofits and attracts donors to support the biggest day of local giving.

Logo size and placement commensurate with sponsorship level and as space permits.







STRATEGIC PRIZES SPONSOR

BRANDING BENEFITS - inclusion on:

- Give For Good Louisville and Community Foundation websites
- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
- Promotional postcard to Community Foundation donors
- Email communication to donors and nonprofits
- Event t-shirts
- Handouts at nonprofit trainings
- Signage at midday nonprofit rally at 4th Street Live
- Recognition at midday nonprofit rally at 4th Street Live
- Facebook Live interview to promote your support
- Special branded promotion of the Strategic Prizes

FINANCIAL COMMITMENT

$10,000

These funds will be used to fund ten $1,000 strategic prizes offered throughout the day to nonprofits based on criteria such as:

- Early Bird: First gift of $500 or more after midnight
- Morning Rush: Most unique donors between 5:00-8:00 AM

Logo size and placement commensurate with sponsorship level and as space permits.







GRAND PRIZE SPONSOR

BRANDING BENEFITS -inclusion on:

- Give For Good Louisville and Community Foundation websites
- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
- Promotional postcard to Community Foundation donors
- Email communication to donors and nonprofits
- Event t-shirts
- Handouts at nonprofit trainings
- Signage at midday nonprofit rally at 4th Street Live
- Emcee recognition at midday nonprofit rally at 4th Street Live
- Facebook Live interview to promote your support
- Special branding on all prize communications

FINANCIAL COMMITMENT

$25,500 - $100,000

These funds will be used to fund prizes for Most Dollars Raised or Most Unique Donors in different size categories of nonprofits.

Logo size and placement commensurate with sponsorship level and as space permits.







MATCH MINUTES SPONSOR

BRANDING BENEFITS -inclusion on:

- Give For Good Louisville and Community Foundation websites
- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
- Promotional postcard to Community Foundation donors
- Email communication to donors and nonprofits
- Event t-shirts
- Handouts at nonprofit trainings
- Signage at midday nonprofit rally at 4th Street Live
- Emcee recognition at midday nonprofit rally at 4th Street Live
- Facebook Live interview to promote your support
- Special branded promotion of the Match Minutes

FINANCIAL COMMITMENT

$10,000 - $100,000

These funds will be used to fund Dollar-For-Dollar match minutes throughout the giving day. Donations received during these sponsored minutes will receive the match until the funds are exhausted.

Logo size and placement commensurate with sponsorship level and as space permits.







PROMOTIONAL & MEDIA PARTNERS

BRANDING BENEFITS -inclusion on:

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- Print advertising promoting Give For Good Louisville
- Television PSAs promoting Give For Good Louisville
- Press releases about Give For Good Louisville
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- Email communication to donors and nonprofits
- Event t-shirts
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- Emcee recognition at midday nonprofit rally at 4th Street Live
- Facebook Live interview to promote your support

FINANCIAL COMMITMENT

$20,000 - $100,000

These funds will be used to secure promotional and media support as we generate community excitement in the build-up to Give For Good Louisville.

Logo size and placement commensurate with sponsorship level and as space permits.



GIVING GUIDE SPONSOR

The Courier-Journal Giving Guide is a ~24-page, tabloid-sized, supplement insert dedicated to Give For Good Louisville that includes listings and brief descriptions for all participating nonprofits, pictures and stories about the biggest day of local giving. Sunday circulation ~110,000.

BRANDING BENEFITS - inclusion on:

- Banner on cover of Giving Guide indicating support of the supplement
- Half-page ad in the Giving Guide OR quarter-page ad with quarter-page advertorial copy

FINANCIAL COMMITMENT

$10,000

These funds will be used to help offset the expense of developing a giving guide featuring all of the participating nonprofits.

This is targeted to run Sept. 10, the Sunday before the giving day.

CONTACT US

LET US CREATE A
CUSTOM PACKAGE
TO MEET YOUR NEEDS

502.585.4649
Cara Baribeau: carab@cflouisville.org

GIVE FOR GOOD LOUISVILLE™

HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

THE BIGGEST DAY OF LOCAL GIVING

While our packages that include logo branding start at $10,000, please contact us if you are interested in contributing to the biggest day of local giving at a lower level or wish to customize a sponsorship. Support of our bonus pool, prizes and incentives for the participating nonprofits are valuable to the success of the giving day at any level.

BE A FORCE FOR GOOD