

SPONSORSHIP OPPORTUNITIES



502.585.4649
www.giveforgoodlouisville.org

IMPACT ON THE RISE

The biggest day of local giving is going to be even better in 2017! After the 24-hour online giving day's unprecedented success of raising \$4.3 million dollars for 610 participating local nonprofits in 2016, and over \$9.2 million over the past 3 giving days, we knew we could do more to build on our community's desire to be a force for good.

We are pleased to announce that Give Local Louisville has a fresh new name, new online giving platform, and other new features to enhance the giving day.

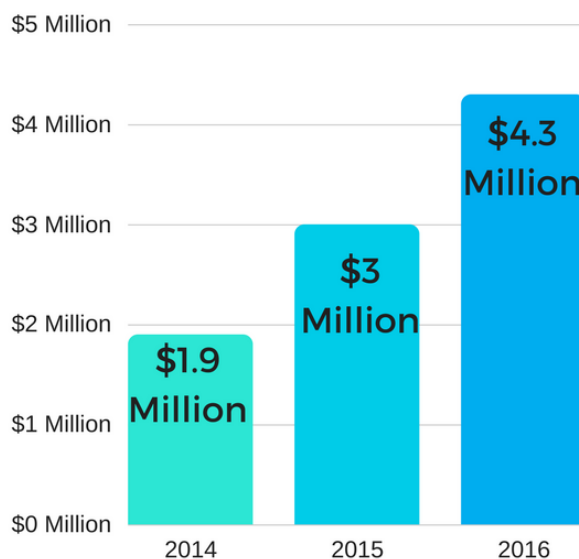
Our new name, Give For Good Louisville, tells donors why they are giving. We want everyone to tap into their potential to be a force for good. When our community comes together through donations big and small, we can change the world around us. That's what Give For Good Louisville is all about.

Beyond the money raised, this is Louisville's chance to show our compassionate community at its best. Join us.

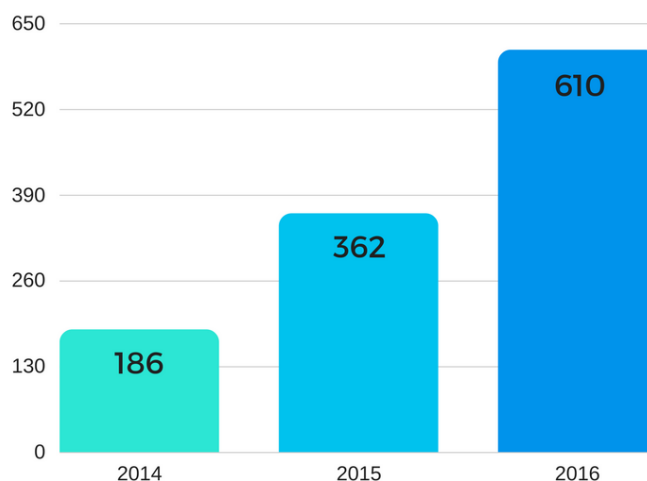
28 MILLION IMPRESSIONS!

Through promotional advertising, earned media and social media.

TOTAL DOLLARS RAISED



OF PARTICIPATING NPOS





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 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 nonprofit rally at 4th Street Live
- 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 nonprofit rally at 4th Street Live
- Recognition at 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.



STRATEGIC 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 nonprofit rally at 4th Street Live
- Recognition at 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 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.



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 nonprofit rally at 4th Street Live
- Recognition at 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.



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 nonprofit rally at 4th Street Live
- Recognition at 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 three size categories of nonprofits.

What's Inside: List of all 600+ nonprofits // How to give // Event-day calendar // Giving day incentives

GIVE FOR GOOD LOUISVILLE™

HOSTED BY COMMUNITY FOUNDATION OF LOUISVILLE

THE BIGGEST DAY OF LOCAL GIVING. EVEN BETTER.

Special Supplement of:

courier-journal
PART OF THE USA TODAY NETWORK



THIS GIVING GUIDE SUPPLEMENT BROUGHT TO YOU BY: **YOUR LOGO HERE**

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

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Cara Baribeau: carab@cflouisville.org



HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

THE BIGGEST DAY OF LOCAL GIVING. EVEN BETTER.

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**