



Children's Home Society  
OF NORTH CAROLINA

## 2019 Sponsorship Opportunities

### Contact

**Betsy Seaton** | [bseaton@chsnc.org](mailto:bseaton@chsnc.org) | (336) 369-3817

# BELIEVING IN FAMILY:

## Benefits of becoming a Children's Home Society Sponsor

By becoming a sponsor of Children's Home Society, you are making an indelible impact in the lives of individuals and families in North Carolina. You can promote your company's reputation and emphasize your commitment to supporting and strengthening our community.

### Increased Exposure

Your company will enjoy enhanced exposure through partnering with CHS. Your name and logo can appear on a variety of promotional and marketing materials, including event programs, website, press releases, and more. Reach new clientele through print and media outlets.

### Employee Pride

Your company's commitment to your community will inspire your employees. Build team morale through volunteering, attending fundraising events, or collecting toys for Hope for the Holidays.

## ABOUT US

Children's Home Society of North Carolina has been committed to our mission to promote the right of every child to a permanent, safe, and loving family in our community since 1902. We invite you to partner with us as we continue to transform our community so that children and families thrive. Sponsorships offer a unique opportunity to highlight and promote your company or organization and share our passion for families. We hope that you will commit to partner with us. Check out how we make a difference:

- Last year, CHS helped 20,000 children and families.
- CHS finalizes more than six times the adoptions of any other private agency in the state.
- 95% of our children in foster care had only one placement.
- 99% of children who participated in Family Preservation Services remained with their families.
- CHS serves children and families in all 100 counties in North Carolina.
- 166 children were placed with their forever families through adoption.



# A PLACE TO CALL HOME SPONSORSHIP LEVELS

Winston-Salem: Feb 21, 2019 | Greensboro: April 3, 2019

Raleigh: May 2, 2019 | Charlotte: May 9, 2019

Each year, Children's Home Society hosts events which bring together hundreds of influential individuals, businesses, and supporters. These events, held across the state, help raise awareness of critical community needs and to raise funds for CHS services. They prove to be highly energizing and transformative events in which we celebrate the success and legacy of CHS.

Events in Greensboro, Charlotte, and Raleigh are held in the Spring of each year. This year, CHS is bringing A Place to Call Home to Winston-Salem.

## State-Wide Speaker Sponsor | Investment: \$25,000

### \*Exclusive Opportunity

Help Children's Home Society bring dynamic speakers to events. With this sponsorship level, you will receive our highest level of exposure through press releases, social media, and event marketing.

### Marketing | Promotions

- Company name included in all mentions of speaker of event (may include "as presented by")
- Prominent logo or name placement on marketing and promotional materials, including:
  - Press releases with a distribution of more than 1.2 million
  - Print advertisements
  - Save-the-dates
  - Invitations
  - Post-event thank you letters
  - Radio advertisements
- Recognition on Children's Home Society website
- Social media mentions (more than 14,000 followers)

### Event Exposure

- Top logo or name placement on event materials, including:
  - Event programs
  - Pledge cards
  - Event signage
  - Event slideshow
- Opportunity for welcome remarks from stage
- Acknowledgment from stage during events, including VIP receptions
- Logo or name placement on VIP invitations
- 10 invitations to each VIP reception
- Preferred seating at events

### Other

- Featured sponsor story in fall newsletter
- Company fact and hyperlink included in e-newsletter



## State-Wide Engagement Sponsor | Investment: \$15,000

### \*Exclusive Opportunity

Take advantage of your organization's logo on all printed materials surrounding A Place to Call Home. With this sponsorship level, you will receive prominent logo and name placement on all marketing materials and social media mentions.

### Marketing | Promotions

- Prominent logo or name placement on all marketing and promotional materials (may include "provided by"), including:
  - Press releases
  - Save-the-dates
  - Invitations
  - Post-event thank you letters
- Recognition on Children's Home Society website
- Social media promotions (more than 14,000 followers)

### Event Exposure

- Name and logo placement on event materials, including:
  - Event programs
  - Pledge cards
  - Event signage
  - Event slideshow
- Acknowledgment during events
- Preferred seating at events
- Six invitations to each VIP reception

## Regional Gold Sponsor | Investment: \$10,000

### Marketing | Promotions

- Prominent logo or name placement on regional marketing and promotional materials, including:
  - Press release
  - Post-event thank you letter
- Recognition on Children's Home Society website

### Event Exposure

- Opportunity to provide pens for attendees with sponsor name and logo
- Prominent name or logo included on regional event materials, including:
  - Event signage
  - Event slideshow
  - Event program
- Preferred seating at event
- Acknowledgment from stage
- Four invitations to VIP reception

## Regional Valet Sponsor | Investment: \$10,000

### Marketing | Promotions

- Prominent logo or name placement on regional marketing and promotional materials, including:
  - Press release
  - Post-event thank you letter
- Recognition on Children's Home Society website

### Event Exposure

- Opportunity for leave-behind piece in all valeted cars
- Prominent logo or name placement on regional event materials, including:
  - Signage at valet
  - Event program
  - Event slideshow
- Preferred seating at event
- Acknowledgment from stage

## Regional Silver Sponsor | Investment: \$5,000

### Marketing | Promotions

- Name or logo on regional marketing and promotional materials, including
  - Press release
  - Post-event thank you letter
- Recognition on Children's Home Society website

### Event Exposure

- Name or logo on regional event materials, including:
  - Event slideshow
  - Event program
- Acknowledgment from stage
- Preferred seating at event
- Two invitations to VIP reception

## Regional Bronze Sponsor | Investment: \$2,500

### Marketing | Promotions

- Name or logo on regional marketing and promotional materials, including:
  - Press release
  - Post-event thank you letter
- Recognition on Children's Home Society website

### Event Exposure

- Name or logo on regional event materials, including:
  - Event slideshow
  - Event program
- Acknowledgment from stage

# Individual Table Purchase | Investment: \$5,000

## Marketing | Promotions

- Name or logo on regional marketing and promotional materials, including
  - Press release
  - Post-event thank you letter
- Recognition on Children's Home Society website

## Event Exposure

- Seating for 10 guests
- Two invitations to VIP reception
- Table signage with name and logo



# PARTNERSHIP FORM

**YES!** We are proud to partner with Children's Home Society of North Carolina.

Secure your sponsorship commitment by completing, signing and returning the form below by mail or e-mail to **Betsy Seaton** | [bseaton@chsnc.org](mailto:bseaton@chsnc.org) | P.O. Box 14608 Greensboro, NC 27415

Choose which event(s) and level(s) you would like to sponsor:

## A PLACE TO CALL HOME

- State-wide Speaker Sponsor (\$25,000)
- State-wide Printing Sponsor (\$15,000)
- Regional Valet Sponsor (\$10,000)
- Regional Gold Sponsor (\$10,000)
- Regional Silver Sponsor (\$5,000)
- Regional Bronze Sponsor (\$2,500)

## BEACH MUSIC

- Under the Boardwalk Sponsor (\$10,000)
- I Love Beach Music Sponsor (\$5,000)
- Carolina Girls Sponsor (\$3,000)

## HOPE FOR THE HOLIDAYS

- We would like to sponsor Hope for the Holidays wish list(s)  
Number of children \_\_\_\_\_
- We would like to make a monetary donation  
Amount \$ \_\_\_\_\_
- We would like to volunteer to sort and pack gifts

## EMPLOYEE ENGAGEMENT

- We would like to host a family celebration for children and families

Type of Event \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name as it should appear in all sponsor listings \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**CANCELLATION POLICY:** Any changes or cancellations to your partnership commitment must be made within 30 days of submitting this form. All cancellations must be submitted in writing to Betsy Seaton.

**LOGO/GRAPHIC SUBMISSION:** Please submit your logo/graphic files to Betsy Seaton ([bseaton@chsnc.org](mailto:bseaton@chsnc.org)) as an EPS, PSD, PNG (with transparent background preferred) or JPG file in full color with a minimum resolution of 300 dots per inch (DPI). To be included in promotional materials, logo must be received within 30 days of partnership commitment date.

**AUTHORIZATION:** By signing this form, I confirm that I am duly authorized to enter into this commitment to partner with Children's Home Society. I agree that upon receipt of this sponsorship commitment form that this will become a binding contract for the sponsorship amount indicated. All sponsorship commitment forms must be received 30 days prior to event date to be included in print materials. Checks should be made payable to Children's Home Society of North Carolina, 604 Meadow Street Greensboro, NC 27405. Children's Home Society of North Carolina is a 501©3 non-profit organization.