



**FamilyAid
Boston**

Helping homeless families since 1916

Home for the Holidays

Corporate Sponsorship Opportunities

Join a growing community supporting FamilyAid Boston's mission to empower parents and caregivers facing homelessness to secure and sustain housing and build strong foundations for their children's futures.

November 15, 2018
The Exchange Conference Center

Honoring
Bank of America
&
Richard E. Ring



About Home for the Holidays

Home for the Holidays celebrates FamilyAid Boston's work empowering parents facing homelessness to secure and sustain housing and build strong foundations for their children's futures, and honors the champions who have shown an outstanding commitment to ending family homelessness in Greater Boston. This year we will be honoring Bank of America with the Community Impact Award, and Richard E. Ring with the Thomas M. Menino Award for Outstanding Community Service.

The evening will feature live music, a compelling speaking program, a live auction, and hors d'oeuvres and drinks. Attendees will include members of Boston's business community, civic leaders, and members of the press. The funds raised at this event will support FamilyAid Boston's programs to create lasting solutions to the family homelessness crisis in our community.

About FamilyAid Boston

FamilyAid Boston is the longest serving provider of solutions to family homelessness in Greater Boston. We offer a combination of time-tested and innovative solutions to keep families in their homes whenever possible, provide shelter when needed, and support families to sustain housing over the long term. FamilyAid Boston provides shelter, housing, and hope to more than **700 families each year, including more than 1,500 children.**

Board of Directors

Kip A. Sanford, Chairman of the Board,
Fifth Third Bank

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Richard E. Ring, *FamilyAid Boston*

Laura Scott

W. Paul White, *The Karol Group*

John Worrall

Sponsorship Contact

Shannon Cain Arnold

Director of Development and External Relations

shannona@familyaidboston.org | 857-239-5489



Home for the Holidays Sponsorship Opportunities

Cornerstone Sponsor: \$25,000+

- Premium full page ad in program book
- Premium logo placement on digital displays and event signage
- Premium logo placement on event webpage including link to company website
- Listing as a lead sponsor on all paid media for event
- Listing as lead sponsor in press materials for event and potential inclusion in media stories
- Mentions in social media posts leading up to event, including boosted post
- Acknowledgment as a lead sponsor during event program
- Newsletter and/or website feature story
- 12 tickets to event

Foundation Sponsor: \$15,000+

- Full page ad in program book
- Logo placement on digital displays and event signage
- Logo placement on event webpage
- Listing in all paid media for event
- Listing in press materials for event
- Mentions in social media posts leading up to event
- Acknowledgment during event program
- 10 tickets to event

Building Sponsor: \$10,000+

- Half page ad in program book
- Logo placement on digital displays and event signage
- Logo placement on event webpage
- Mentions in social media posts leading up to event
- Acknowledgment during event program
- 8 tickets to event

Key Sponsor: \$5,000+

- Quarter page ad in program book
- Logo placement on digital displays at event
- Listing on event webpage
- 6 tickets to event

Threshold Sponsor: \$2,500+

- Listing in program book
- Logo placement on digital displays at event
- Listing on FamilyAid Boston website
- 4 tickets to event



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Home for the Holidays Sponsorship Form

Sponsor Information

Company Name: _____

Recognition name (if different): _____

Sponsorship Level: \$_____

Contact Person: _____

Email: _____ Phone: _____

Mailing Address: _____

Payment Information

Enclosed is my check for: \$_____

Please charge my credit card \$_____

Mastercard

Visa

American Express

Discover

Account Number: _____

Expiration Date: _____

Cardholder Signature: _____

Please make all checks payable to FamilyAid Boston. Forms can be mailed to:

FamilyAid Boston
ATTN: Laura Irwin
727 Atlantic Ave.
Boston, MA 02111

*All contributions are tax deductible and you will receive a receipt after donating.
Our tax ID number is 04-2105756.*

Payment Contact

Laura Irwin

Development Officer

laurai@familyaidboston.org | 857-239-5488



Sponsor Ad and Logo Specifications

Logo Specifications

Your company logo will be displayed on screens throughout the event. Please send us your logo by **October 19, 2018**. Logo specifications are below.

- At least 300 dpi
- Preferred formats: EPS or PNG

Program Ad Specifications

Key Sponsors and up are entitled to an ad in our program booklet. Please review the specifications for the program ad and submit them by **October 19, 2018**.

- Grayscale
- At least 300 dpi
- Preferred formats: EPS or JPG
- Please ensure that electronic document size matches exact specifications below with no crop marks. Please note, ads must be **portrait orientation**:
 - o Full page ad (\$15,000+ sponsors): 4.5 in. W x 7.5 in. H
 - o Half page ad (\$10,000+ sponsors): 4.5 in. W x 3.75 in. H
 - o Quarter page ad (\$5,000+ sponsors): 2.25 in. W x 3.75 in. H
- Due to regulations, sponsor ads may promote your business but may not advertise prices or specific products and services.

Ad and Logo Submissions

Please submit ads and logos via email by **October 19, 2018** to Rebecca Leclerc
rebeccal@familyaidboston.org | 857-239-5439