



Corporate Sponsorship Opportunities *Home for the Holidays*

November 16, 2017
The Exchange Conference Center, Boston

Honoring
State Senator Linda Dorcena Forry
&
WilmerHale

*Join a growing community supporting
FamilyAid Boston's innovative programs,
which provide homeless parents and children with
shelter, housing, and the skills and resources
needed for long-term stability and success.*



About the Event

Home for the Holidays celebrates FamilyAid Boston's work providing homeless parents and children with shelter, housing, and the tools and resources they need for stability and success. The funds raised at this event will support FamilyAid Boston's efforts to create and preserve affordable housing for families in Boston and to help families overcome the barriers that keep them from permanent housing. Thank you for joining us in our efforts!

About the Agency

FamilyAid Boston provides shelter, housing, and hope to more than **800 families each year, including more than 1,500 children**. We work with families at every stage of the journey from homelessness to housing by providing homelessness prevention, emergency shelter, and affordable housing in conjunction with support services.

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John Worrall

Sponsorship Contact

Annie Marcklinger Gordon, Director of Development
annieg@familyaidboston.org
857-239-5449



Home for the Holidays Sponsorship Opportunities

Cornerstone Sponsor: \$20,000+

- ◆ Premium full page ad in program book
- ◆ Premium logo placement on digital displays and event signage
- ◆ Listing as a lead sponsor on FamilyAid Boston website
- ◆ Listing as a lead sponsor in all press materials for event
- ◆ Mentions in social media posts leading up to event, including 1 sponsored post
- ◆ Acknowledgment as a lead sponsor during event program
- ◆ Newsletter and/or website feature story
- ◆ 10 tickets to event

Foundation Sponsor: \$15,000+

- ◆ Full page ad in program book
- ◆ Logo placement on digital displays and event signage
- ◆ Listing on FamilyAid Boston website
- ◆ Listing in press materials for event
- ◆ Mentions in social media posts leading up to event
- ◆ Acknowledgment during event program
- ◆ 8 tickets to event

Building Sponsor: \$10,000+

- ◆ Half page ad in program book
- ◆ Logo placement on digital displays and event signage
- ◆ Listing on FamilyAid Boston website
- ◆ Acknowledgment during event program
- ◆ 6 tickets to event

Key Sponsor: \$5,000+

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



**FamilyAid
Boston**

Helping homeless families since 1916

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: _____ Security Code: _____

Cardholder Signature: _____

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

FamilyAid Boston

ATTN: Annie Marcklinger Gordon

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.



Sponsor Ad and Logo Specifications

As part of your sponsorship (Key Sponsorship level and up) of Home for the Holidays, you are entitled to an ad in our program booklet and your company logo displayed on screens throughout the event. Please review the specifications below and submit all logos and program ads by **October 13, 2017**.

Program Ad Specifications

- ◆ Grayscale
- ◆ At least 300 dpi
- ◆ Preferred formats: EPS or JPG
- ◆ Please ensure that electronic document size matches exact specifications below with no crop marks:
 - Full page ad (\$15,000+ sponsors): 4.5 in. W x 7.5 in. H
 - Half page ad (\$10,000+ sponsors): 4.5 in. W x 3.75 in. H
 - 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.

Logo Specifications

- ◆ At least 300 dpi
- ◆ Preferred formats: EPS or JPG

Ad and Logo Submission

Please submit ads and logos via email by **October 13, 2017** to Shannon Cain Arnold
shannona@familyaidboston.org
857-239-5489