

# 2021 Sponsorship Opportunities



Community  
Action Agency  
CINCINNATI | HAMILTON COUNTY





## OUR MISSION

CAA uses a broad range of public and private resources to give low- and moderate-income individuals the opportunity to improve the quality of life for themselves, their families and their communities.



### **BUILDING RESILIENCE**

#### **COMMUNITY SERVICES**

Emergency assistance resources centering around utility, mortgage, rental needs and food insecurity.



### **SUSTAINING HOPE**

#### **HEADSTART**

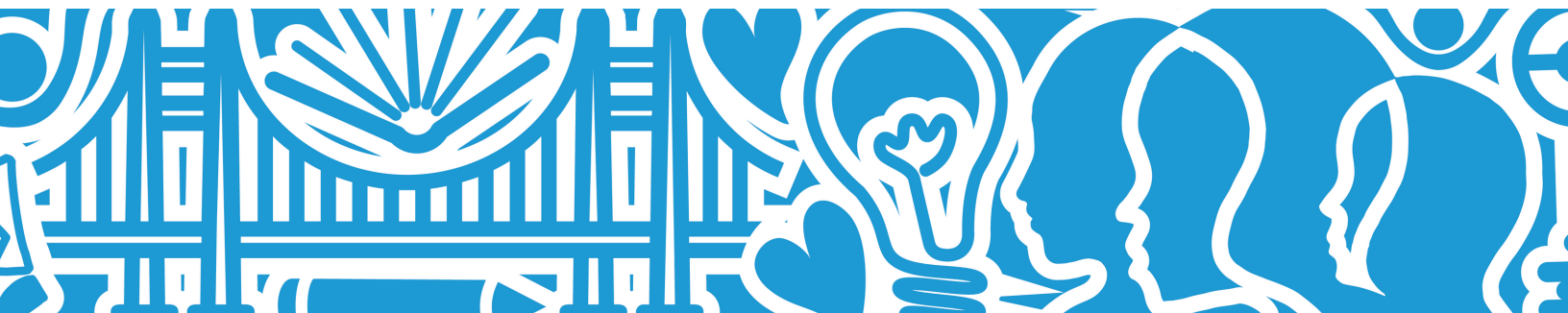
Engaging families and ensuring school readiness, providing education, health/mental health, disability, nutrition and family support services.



### **ADVANCING EQUITY**

#### **CAREER PATHWAYS**

Career training, resume writing, technology literacy, job search referrals, and interview skills.





## Vanessa Jackson

When the pandemic hit our area, Vanessa Jackson's overtime hours were reduced significantly.

Overnight she lost a large portion of her household income, which helped her pay the day-to-day bills, stay in her home, and put food on her table.

Vanessa came to CAA, where we helped pay her water and energy bills.

This past year was hard for all of us, and no one deserves the added stress of trying to figure out how to keep the lights on.



**Yes, I want to partner with CAA to help families like Vanessa create a safe, healthy future for their families.**



# 2021 Sponsorships

## Building Resilience Sponsor - \$30,000

### Engagement Benefits

- Two-minute speaking opportunity at 57th Annual Luncheon.
- Brick recognition at the Community Action Agency.
- Logo prominently displayed on all printed and digital marketing materials.
- Invited to record a 30 second PSA to be shared on our social media sites and prior to the Annual Luncheon.

### 57th Annual Luncheon Benefits\*

- Ten to-go lunches that can be picked up on the day of the Annual Luncheon.
- Logo prominently displayed on all printed and digital marketing materials.
- Logo placement on event webpage.

### Branding Benefits

- Logo placement on the Community Action Agency homepage with a clickable link to company's homepage.
- Company listed as Building Resilience Sponsor in the Community Action Agency's Annual Report.
- Acknowledgment of sponsorship with three thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).
- Press release announcement of sponsorship.
- Logo placement on the footer of all monthly email communications with a clickable link to company's homepage (3,500+ subscribers).



***Building Resilience.***



# 2021 Sponsorships

## Sustaining Hope Sponsor - \$20,000

### **Engagement Benefits**

- Brick recognition at the Community Action Agency.
- Logo prominently displayed on all printed and digital marketing materials.
- Invited to record a 30 second PSA to be shared on our social media sites and prior to the Annual Luncheon.

### **57th Annual Luncheon Benefits\***

- Five to-go lunches that can be picked up on the day of the Annual Luncheon.
- Logo prominently displayed on all printed and digital marketing materials.
- Logo placement on event webpage.

### **Branding Benefits**

- Logo placement on the Community Action Agency homepage with a clickable link to company's homepage.
- Company listed as Sustaining Hope Sponsor in the Community Action Agency's Annual Report.
- Acknowledgment of sponsorship with two thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).
- Press release announcement of sponsorship.
- Ad placement in four monthly email communications with a clickable link to company's homepage (3,500+ subscribers).



***Sustaining Hope.***

# 2021 Sponsorships

## Advancing Equity Sponsor - \$10,000

### **Engagement Benefits**

- Brick recognition at the Community Action Agency.
- Logo prominently displayed on all printed and digital marketing materials.
- Invited to record a 30 second PSA to be shared on our social media sites and prior to the Annual Luncheon.

### **57th Annual Luncheon Benefits\***

- Five to-go lunches that can be picked up on the day of the Annual Luncheon.
- Logo prominently displayed on all printed and digital marketing materials.
- Logo placement on event webpage.

### **Branding Benefits**

- Logo placement on the Community Action Agency homepage with a clickable link to company's homepage.
- Company listed as Sustaining Hope Sponsor in the Community Action Agency's Annual Report.
- Acknowledgment of sponsorship with one thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).
- Press release announcement of sponsorship.
- Ad placement in two monthly email communications with a clickable link to company's homepage (3,500+ subscribers).



***Advancing Equity.***

# 57th Annual Luncheon

Benefits	Presenting Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,500	Non-Profit Sponsor \$1,000
Lunch and Swag Bags	10	5	5	5	5
Speaking Opportunity (Pre-recorded or live)					
Event Program Ad	Full Page	Half Page			
Recognition on Printed and Digital Collateral					
Recognition on Invitation and Ads					
Inclusion in Press Releases					
Recognition on CAA Homepage					
Verbal Recognition During Event					
Social Media Thanks					
Newsletter Acknowledgement					



# Additional Partnership Opps.



## Newsletter Sponsorship - \$200/month

- Premier placement of ad provided by the company.
- Featured placement in Newsletter footer.
- Ad will be displayed on CAA Newsletter Website.

## Client Furnishing Sponsorship - \$15,000/year

- Logo placement on the Community Action Agency homepage with a clickable link to the company's homepage.
- Company listed as Client Furnishing Sponsor in the Community Action Agency's Annual Report.
- Acknowledgment of sponsorship with one thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).
- Ad placement in two monthly email communications with a clickable link to the company's homepage (3,500+ subscribers).

## YP Launch Party Presenting Sponsorship- \$2,500

- Logo placement on the Community Action Agency YP Launch Party Registration page.
- Opportunity to speak at YP Launch Party for three minutes.
- Ten tickets to YP Launch Party.
- Acknowledgment of sponsorship with one thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).
- Acknowledgment of sponsorship in the newsletter (3,800+ subscribers)

## YP Launch Party Champion Sponsor - \$1,000

- Logo placement on the Community Action Agency YP Launch Party Registration page.
- Five tickets to YP Launch Party.
- Acknowledgment of sponsorship with one thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).
- Acknowledgment of sponsorship in the newsletter (3,800+ subscribers)

## YP Launch Party Change Maker Sponsor - \$500

- Logo placement on the Community Action Agency YP Launch Party Registration page.
- Three tickets to YP Launch Party.
- Acknowledgment of sponsorship with one thank you posts on each of the CAA social media platforms: Facebook (3,800+), Twitter (800+), Instagram (450+), LinkedIn (1,000+).



# Sponsorship Form

## Contact Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## Sponsorship Levels (please circle one)

Building Resilience Sponsor - \$30,000

Newsletter Sponsor - \$200

Sustaining Hope Sponsor - \$20,000

Furnishing Sponsor - \$15,000

Advancing Equity Sponsor - \$10,000

YP Launch Party Presenting Sponsor - \$2,500

Presenting Luncheon Sponsor - \$10,000

YP Launch Party Champion Sponsor - \$1,000

Platinum Luncheon Sponsor - \$5,000

YP Launch Party Change Maker Sponsor - \$500

Gold Luncheon Sponsor - \$2,500

Silver Luncheon Sponsor - \$1,500

Non-Profit Luncheon Sponsor - \$1,000

## Payment Information

Circle Payment Method

Check

Credit Card

(Payable to Cincinnati Hamilton County Community Action Agency)

Name (as it appears on card): \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing address: \_\_\_\_\_

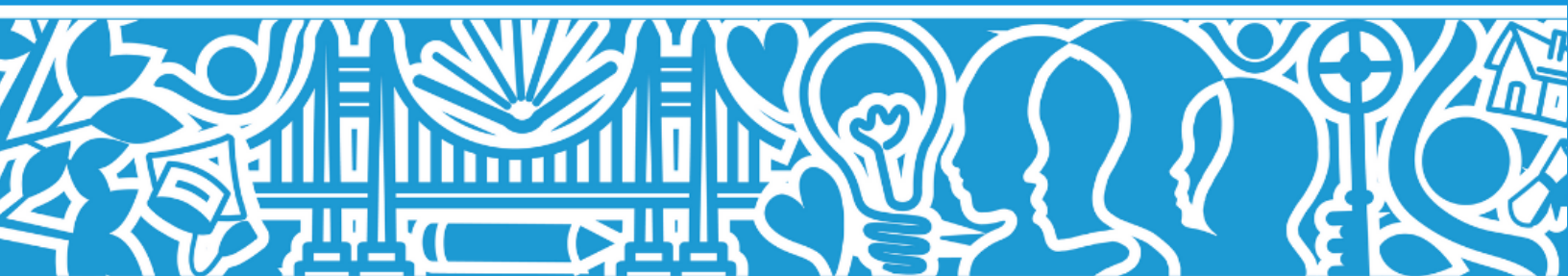
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date Signed

Please complete Form and return via mail or email to Amanda Jenkins  
1740 Langdon Farm Rd, Cincinnati, OH 45237 | [ajenkins@cincy-caa.org](mailto:ajenkins@cincy-caa.org)

\*We hope to hold a limited in-person and virtual 57th Annual Luncheon on October 29th. However, we will follow guidance from the CDC and make that decision with our Board of Directors.

# Thank you for your support in 2020!



**6,468**

Families received  
rental & utility  
assistance.

CAA  
**2020**

**IMPACT**

BY THE NUMBERS



**275**

Individuals  
assisted through  
Career Pathways.



**14,294**

Families served  
through our Mobile  
Food Pantry.

**1,360** 

Head Start  
services received by  
Head Start families.

