



# 2020 Sponsorship Opportunities

Community  
Action Agency  
CINCINNATI | HAMILTON COUNTY



***A Bridge to Opportunity***

# We are YOUR Community Action Agency

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.

*Your Community Action Agency helps improve lives from cradle to career.*



**1 in 3**  
**Cincinnati**ans live  
in poverty.



**40,000**  
**affordable** home  
shortage in Cincinnati



**7.5%**  
**unemployment**  
rate in Cincinnati

## What We Do

The Community Action Agency (CAA) is a private, nonprofit organization that offers various services to low-income individuals and families in a holistic approach to help lift them out of poverty. Among the services or programs we offer are job training, housing assistance, utility assistance, entrepreneurial coaching, Head Start and Early Head Start.

**10,000**

**households** received utility support through our community supportive services.

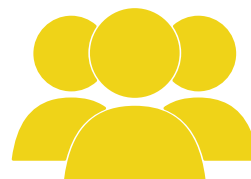


**2,384**

**children** received high-quality education through our Head Start, Early Head Start, and Head Start Home School Programs.

**134**

**individuals** gained employment through our Career Pathways.



**601**

**households** received fresh food through our mobile food pantry in partnership with Freestore Foodbank and Tryed Stone New Beginning Church.



## Supporting and Strengthening Families

A mother to five outgoing children, Cessalea Moore is thankful for the support she has received from the Community Action Agency. After enrolling her 4-year-old daughter into CAA's Head Start program, she learned about the STEPS (Supporting Transitions to Employment for Parents) program, which provides training for parents of Head Start children that lead to opportunities to gain reliable employment.

Cessalea has her own business called Fishers of Men, a residential cleaning and landscaping company. She says that she was able to get her business up and running after going through courses offered through the Greater Cincinnati Microenterprise Initiative (GCMI).

"I went through the GCMI's Ice House class and was able to learn more about making a business plan. Through the STEPS program, I earned my STNA (State Tested Nursing Assistant) certification and was hired at [Home Care by] Black Stone," Cessalea said. She thanks CAA staff, especially Sherry Childers, for helping her when she needed it most. "Sherry has been such a blessing. She has pointed me in the right direction when I didn't know what to do," she said. "She helped me with my resume and sent it out to the right places. I have referred friends to her because she is so resourceful."

Through CAA, she has not only been able to find quality childcare, grow her small business and find stable employment, Cessalea was also able to get supportive services through the Home Energy Assistance Program (HEAP), a program that provides assistance with home energy bills. "I have always been hungry to do better and be better," she said. "You have to have the mindset to take those steps to have a better life." Cessalea's growth and perseverance is a testament to the support CAA strives to provide for families.

# 2020 CAA Events

## **Community Action Classic**

Date: June 1, 2020

Location: Maketewah Country Club

Invited List: 500+

Expected Attendance: 130+



## **56th Annual Luncheon**

Date: October 30, 2020

Location: TBD

Invited List: 2,000+

Expected Attendance: 400+

# 2020 Sponsorship Opportunities

## Changemaker Sponsor \$30,000

### Engagement Benefits

- Two-minute speaking opportunity at 56th Annual Luncheon.
- Display materials in the Community Action Agency Community Services lobby (over 20,000 visitors a year).
- Brick recognition at the Community Action Agency.

### Community Action Classic Golf Tournament Benefits

- Two teams of four in the tournament.
- Logo prominently displayed on all printed and digital marketing materials.
- Tee sign on hole of choice.
- Logo placement on event webpage.

### 56th Annual Luncheon Benefits

- Two tables for 10 attendees.
- 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 clickable link to company's homepage.
- Company listed as Changemaker Sponsor in the Community Action Agency's Annual Report.
- Acknowledgement of sponsorship with three thank you posts on each of the CAA social media platforms: Facebook, Twitter, Instagram, LinkedIn.
- Press release announcement of sponsorship.
- Logo placement on footer of all monthly email communications with clickable link to company's homepage.



# 2020 Sponsorship Opportunities

## Visionary Sponsor \$20,000

### Engagement Benefits

- Display materials in the Community Action Agency Community Services lobby (over 20,000 visitors a year).
- Brick recognition at the Community Action Agency.

### Community Action Classic Golf Tournament Benefits

- One team of four in the tournament.
- Logo prominently displayed on all printed and digital marketing materials.
- Tee sign on hole of choice.
- Logo placement on event webpage.

### 56th Annual Luncheon Benefits

- One table for ten attendees.
- 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 clickable link to company's homepage.
- Company listed as Visionary Sponsor in the Community Action Agency's Annual Report.
- Acknowledgement of sponsorship with three thank you posts on each of the CAA social media platforms: Facebook, Twitter, Instagram, LinkedIn.
- Press release announcement of sponsorship.
- Logo placement on footer of all monthly email communications with clickable link to company's homepage.



# 2020 Sponsorship Opportunities

## Advocate Sponsor \$10,000

### Community Action Classic Golf Tournament Benefits

- One team of four in the tournament.
- Logo prominently displayed on all printed and digital marketing materials.
- Tee sign on hole of choice.
- Logo placement on event webpage.

### 56th Annual Luncheon Benefits






- One table for ten attendees.
- 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 clickable link to company's homepage.
- Company listed as Advocate Sponsor in the Community Action Agency's Annual Report.
- Acknowledgement of sponsorship with one thank you post on each of the CAA social media platforms: Facebook, Twitter, Instagram, LinkedIn.
- Logo placement on footer of all monthly email communications with clickable link to company's homepage.



# Community Action Classic

BENEFITS	TITLE SPONSOR \$15,000	CHAMPION SPONSOR \$10,000	MAJOR SPONSOR \$7,500	ACE SPONSOR \$2,000
TEAMS	Two Foursomes	Two Foursomes	One Foursome	One Foursome
LOGO ON EVENT PAGE				
MENTION IN MEDIA APPEARANCES				
LOGO INCLUDED ON EVENT EMAIL PROMOTIONS				
TEE SIGN				
SOCIAL MEDIA MENTIONS	5	3	2	1
PRINTED RECOGNITION ON EVENT COLLATERAL*				
SPEAKING OPPORTUNITY AT EVENT				

*\*The benefits are dependent on date of sponsorship commitment and are also subject to prior approval.*

# Community Action Classic (cont'd)

## **Golf Cart Sponsor (1) - \$2,500**

- Company logo on all golf carts, sponsor banner, and sponsor card distributed at event. Company logo/name on Community Action Classic website.

## **Goodie Bag Sponsor (1) - \$2,500**

- Company logo on all goodie bags, sponsor banner, and sponsor card distributed at event. Company logo/name on Community Action Classic website.

## **Food Sponsor (1) - \$2,500**

- Company logo featured on the lunch and dinner signage, sponsor banner, and sponsor card distributed at event. Company logo/name on Community Action Classic website.

## **Beverage Sponsor (1) - \$1,500**

- Company logo on signage at each beverage station, sponsor banner, and sponsor card distributed at event. Company logo/name on Community Action Classic website.

## **Hole Sponsor (18) - \$500**

- Company logo/name on 1 hole sign.

## **Team - \$1,000**

- One Foursome team.

## **Individual - \$300**



# 56th Annual Luncheon

BENEFITS	PRESENTING SPONSOR \$7,500	PLATINUM SPONSOR \$3,500	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,500	NON-PROFIT SPONSOR \$900
TABLE(S) FOR 10	2	1	1	1	1
FEATURED SPEAKING OPPURTUNITY	✓				
FULL PAGE PROGRAM AD	✓	✓			
HALF PAGE PROGRAM AD			✓		
PRINTED AND DIGITAL RECOGNITION ON EVENT COLLATERAL	✓	✓	✓	✓	✓
RECOGNITION ON INVITE AND ADS	✓				
INCLUSION IN PRESS RELEASES	✓				
RECOGNITION ON CAA HOMEPAGE	✓				
RECOGNITION ON EVENT WEBPAGE	✓	✓	✓	✓	✓
SOCIAL MEDIA THANKS	✓				

*\*The benefits are dependent on date of sponsorship commitment and are also subject to prior approval.*



# Sponsorship Form

## Contact Information

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

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

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

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

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

## Sponsorship Levels

- ☐ Changemaker Sponsor - \$30,000      ☐ Visionary Sponsor - \$20,000  
☐ Advocate Sponsor - \$10,000

### Community Action Classic

- ☐ Title Sponsor - \$15,000  
☐ Champion Sponsor - \$10,000  
☐ Major Sponsor - \$7,500  
☐ Ace Sponsor - \$2,000  
☐ Golf Cart Sponsor - \$2,500  
☐ Goodie Bag Sponsor - \$2,500  
☐ Food Sponsor - \$2,500  
☐ Beverage Sponsor - \$1,500  
☐ Hole Sponsor - \$500  
☐ Team - \$1,000  
☐ Individual - \$500

### 56th Annual Luncheon

- ☐ Presenting Sponsor - \$7,500  
☐ Platinum Sponsor - \$3,000  
☐ Gold Sponsor - \$2,500  
☐ Silver Sponsor - \$1,500  
☐ Non-Profit Sponsor - \$900

## Payment Information

Circle Payment Method

Check

(Payable to Cincinnati Hamilton County Community Action Agency)

Credit Card

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

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

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

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

\_\_\_\_\_  
Signature

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

## **Contact Us**

Let us create a custom  
package to meet your needs.

**513-924-2018**

Amanda Jenkins: [ajenkins@cincy-caa.org](mailto:ajenkins@cincy-caa.org)  
[www.cincy-caa.org](http://www.cincy-caa.org)

Community  
Action Agency

CINCINNATI | HAMILTON COUNTY

