

# Business Sponsorship Opportunities Packet

FAMILY CHANGES EVERYTHING:  
THE 2020 BETHANY HOME GALAS



# Making a Visible Impact

THROUGH THE 2020 BETHANY HOME GALAS

**When you sponsor The Bethany Home Galas, you're not just increasing visibility for your business, you are also bringing healing to local kids.**

Our goal is to raise \$100,000 through this event to fund services that protect kids, empower teens, and strengthen families. We'd love to share more about how your sponsorship will directly impact kids' lives. Feel free to contact the Fundraising Event Coordinator, Allen Lewis, with any questions at (215) 376-6162 or [alewis@bethany.org](mailto:alewis@bethany.org)

**Please reply with your logo and ad by August 28.**



**Together, we are celebrating 40 years of protecting children, empowering teens, and strengthening families in the Greater Delaware Valley.**

SPONSORSHIP OPPORTUNITIES	Presenting Sponsor	Renewal Sponsor	Change Sponsor	Healing Sponsor	Haven Sponsor	Kindness Sponsor
Cost of Sponsorship	\$10,000	\$5,000	\$1,500	\$600	\$300	\$150
Color Ad in 2021 Business Partners and Services Guide	2 Page centerfold	1 Page	1 Page	1/2 Page	1/4 Page	
Video Speaking Opportunity	✓					
Priority placement in program materials received by every guest	Highest Priority	High Priority	Priority			
Recognition by emcee & gala hosts on the night of the event	✓	✓	✓			
Recognition on Social Media	✓	✓	✓			
Listing on program materials received by every guest	✓	✓	✓	✓		
Featured on Gala Website	Logo	Logo	Logo	Logo	Business Listing	
Collateral Inserts in Gala Packets	✓	✓	✓	✓	✓	✓
Featured in partner highlight email	Logo and Summary	Logo	Logo	Logo	Business Listing	Business Listing
Business Listing in 2021 Business Partners and Services Guide	✓	✓	✓	✓	✓	✓

## KEY DETAILS

To be listed in the new Business Partners and Services Guide and to have your logo appear in any materials, **please return the attached form with your ad by August 28, 2020.**

Business sponsorship may be any combination of merchandise, services, gift certificates, gift cards, and business cash donations. Donations made through May 20th can be acknowledged at the event. For more info, contact Allen Lewis at (215) 376-6162 or [ALewis@bethany.org](mailto:ALewis@bethany.org).

### AD FORMATTING:

- Full Page: 4.5" x 7.5" (portrait)
- Half Page: 4.5" x 3.65" (landscape)
- Qtr Page: 2.15"x 3.65" (portrait)

Logos and ads must be .jpg files 300dpi or larger. Email logos and ads to Allen at [ALewis@bethany.org](mailto:ALewis@bethany.org)

## ADDITIONAL OPPORTUNITIES:

In-Kind donations valued between \$50 and \$149 will receive business listings in Bethany's 2021 Business Partners & Services Guide. Opportunities for in-kind sponsorships include (but are not limited to): items for the live and silent auctions, printing, food, and beverage donations.

**Bethany Christian Services is a 501(c)3 nonprofit organization. Bethany Christian Services of the Greater Delaware Valley's EIN is 31-1196722.**