

# HUNGER WALK 2018

# SPONSORSHIP GUIDE

| SPONSORSHIP LEVEL | AMOUNT   | Benefits                   |                             |                    |                             |                              |                         |                      |                |                              |                       |   |                            |                            |                 |                       |                      |                          |                        |                           |
|-------------------|----------|----------------------------|-----------------------------|--------------------|-----------------------------|------------------------------|-------------------------|----------------------|----------------|------------------------------|-----------------------|---|----------------------------|----------------------------|-----------------|-----------------------|----------------------|--------------------------|------------------------|---------------------------|
|                   |          | Headlined in press release | Featured in radio & TV PSAs | Presenter at event | Exclusive e-blast promotion | Hyper-linked logo on website | Name in press materials | Logo on event poster | Table at event | Social Media: exclusive post | Large banner at event | Individual event signage - located along walk | News-letter mention - logo | News-letter mention - text | E-blast mention | Logo on event t-shirt | Event emcee shoutout | Social media: group post | Name & logo on website | # of walker registrations |
| Presenting        | \$10,000 | X                          | X                           | X                  | X                           | X                            | X                       | X                    | X              | X                            | X                     | X   | X                          | X                          | X               | X                     | X                    | X                        | X                      | 50                        |
| Platinum          | \$5,000  |                            |                             |                    |                             | X                            | X                       | X                    | X              | X                            | X                     | X   | X                          | X                          | X               | X                     | X                    | X                        | X                      | 25                        |
| Gold              | \$2,500  |                            |                             |                    |                             | X                            | X                       | X                    | X              | X                            | X                     | X   | X                          | X                          | X               | X                     | X                    | X                        | X                      | 15                        |
| Silver            | \$1,000  |                            |                             |                    |                             |                              |                         |                      |                |                              | X                     | X   | X                          | X                          | X               | X                     | X                    | X                        | X                      | 10                        |
| Bronze            | \$500    |                            |                             |                    |                             |                              |                         |                      |                |                              |                       |   |                            |                            | X               | X                     | X                    | X                        | X                      | 5                         |



### Through these benefits you will reach...

- Lighthouse Website: Average 10,500 monthly visitors
- Lighthouse Social Media: 3,000 Followers
- 400 walkers - Includes local businesses, schools, individuals & media supporters
- 11,000 email subscribers
- 1,200 local media contacts
- Exclusive media sponsors: Fox 2, WWJ-NewsRadio 950, Hour Detroit

\*Sponsorships are based on cash contributions



The proceeds from the Lighthouse Hunger Walk benefit Lighthouse's emergency food pantry.