



## NW Children's Fund 2017 Gala Sponsorship Opportunities

When you sponsor the NW Children's Fund Gala & Auction, you become our partner in helping us to work to end the cycle of child abuse and neglect, and change the lives of the most vulnerable children in our community.

Your partnership with NW Children's Fund also offers valuable visibility and increased brand awareness for your business, with marketing exposure through our publications, website, printed invitations (over 2,500 mailed), email communications and on social media. You will also be featured at the event: over 500 guests – community-minded professionals and leaders who have the discretionary income and passion to support our cause – will recognize your business as one that cares about your community's children and families.

NW Children's Fund's 32<sup>nd</sup> Annual Gala & Auction will take place on **April 29, 2017**, at Seattle's Fremont Studios. Our Gala is always high-end and high energy; in addition to a fabulous dinner by Chef John Howie, guests will enjoy premium wines, great entertainment and stupendous items auctioned by the delightful John Curley.

Proceeds from the event will be the primary source of funding for our spring grants, which go out to heroic partner agencies that work to heal abused children, strengthen fragile families and help at-risk youth.

We look forward to partnering with you in our important work!

### Benefits of Gala Sponsorship

NW Children's Fund will highlight and express appreciation of Gala sponsors in multiple places. Every sponsor will be recognized in the following ways:

- With a logo and link on [www.nwcf.org](http://www.nwcf.org)
- In NWCF's March and October 2017 newsletters
- In Gala email communications
- With an advertisement in the auction catalog (*size varies with sponsorship level*)
- On signage at the event
- During the opening presentation
- On the Gala invitation
- With an opportunity to provide logo'd "swag" to departing guests

Higher level sponsorships will be given greater prominence in such recognitions. In addition to the above, sponsors will receive the following recognitions and benefits based on level of sponsorship:

**PRESENTING: \$15,000**

- ✓ Exclusivity: no more than two sponsors at this level
- ✓ Logo on back of bid cards for Live Auction
- ✓ Delivery of purchased auction items for all table guests (in the greater Seattle area)
- ✓ Prominent mention on Gala invitation
- ✓ Special highlight during the opening presentation
- ✓ Special highlight via social media
- ✓ Full-page advertisement in Auction catalog
- ✓ Option to reserve up to 10 complimentary tickets for the event

**PLATINUM: \$10,000**

- ✓ Prominent mention on Gala invitation
- ✓ Special highlight during the opening presentation
- ✓ Special highlight via social media
- ✓ Full-page advertisement in Auction catalog
- ✓ Option to reserve up to 10 complimentary tickets for the event

**GOLD: \$5,000**

- ✓ Special highlight via social media
- ✓ Half-page advertisement in Auction catalog
- ✓ Option to sponsor a specific element of the event (*please inquire if interested*)
- ✓ Option to reserve up to four complimentary tickets for the event

**CORPORATE TABLE SPONSOR: \$5,000**

- ✓ Signage at the event identifying the table as sponsored
- ✓ Ten complimentary tickets for the event

**SILVER: \$2,500**

- ✓ Quarter-page advertisement in Auction catalog
- ✓ Option to reserve up to two complimentary tickets for the event

**Timelines for participation in Gala recognition benefits:**

- Sponsor's *logo and link will be added to the NWCF website* shortly after receipt of the sponsorship payment, and remain there through the summer of 2017.
- January 15, 2017** – Sponsor commitments due for *inclusion on the printed Gala invitations*.
- March 1, 2017** – Camera-ready advertisements due for *inclusion in the Auction catalog*.
- March 31, 2017** – Confirm use of *optional complimentary tickets* [sponsor needs to provide NW Children's Fund with the names and reservation information for their guests].

For additional sponsorship packages or for more information on Gala Sponsorship, *please contact Anne Alkema, Development Manager at NW Children's Fund: [aalkema@nwcf.org](mailto:aalkema@nwcf.org) or 206.669.4883.*