

NW Children's Fund 2018 Gala Sponsorship Opportunities

When you sponsor the NW Children's Fund Gala & Auction, you invest in improving the lives of at-risk children and fragile families – and creating a brighter future for us all.

Your partnership with NW Children's Fund also offers valuable visibility for your business, with exposure through multiple print and electronic communications and on social media. You will also be featured at the event: more than 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 our community, its children and their families.

NW Children's Fund's **33rd Annual Gala & Auction** will take place on **April 28, 2018**, 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 always-entertaining John Curley.

One of Seattle's premier fundraising events, the NWCF Gala & Auction raises more than \$700k in support of an array of effective programs aimed at ending the cycle of child abuse and neglect. We look forward to partnering with you in this 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
- In NWCF's March 2018 and October 2018 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 (*3,000 printed and mailed*)
- 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 2018.
- January 14, 2018** – Sponsor commitments due for *inclusion on the printed Gala invitations*.
- March 1, 2018** – Camera-ready advertisements due for *inclusion in the Auction catalog*.
- March 31, 2018** – 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 Jessica Allen at NW Children's Fund: jallen@nwcf.org or 206.407.2165.*