



Dear Corporate Sponsor,

In 2017, Sparrow's Nest fed over 500 people, in part because of the generous donations from our corporate sponsors. Our strategic plan for 2018 includes expansion of the mission around the local community we feed. Thank you for taking the time to read our corporate sponsorship opportunities for 2018. If you would like to be a corporate sponsor in 2018, please fill out the form below and return with your payment.

Warmly,

Krista Jones  
Executive Director of Sparrow's Nest

### **Corporate Sponsor Form - Please fill out and return with payment**

**Business Name** (*How you would like to be represented on printed material*): \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

### **Corporate Sponsor Choices** (*Please place a check mark next to your selection*)

- |   |  |
|---|--|
| <input type="checkbox"/> Sparrow \$20,000*  | <input type="checkbox"/> Cardinal \$7,500* |
| <input type="checkbox"/> Eagle \$15,000*    | <input type="checkbox"/> Robin \$5,000*    |
| <input type="checkbox"/> Starling \$10,000* | <input type="checkbox"/> Dove \$2,500*     |

*\*Approximately 75% of your donation will be tax-deductible.*

*Please reach out to Tina Kitson, our Development Director, with any questions:*

**[tkitson@sparrowsnestcharity.org](mailto:tkitson@sparrowsnestcharity.org)**

***Please mail your completed form along with payment to:***

**Sparrow's Nest 946 Route 376, Suite 7, Wappingers Falls, NY 12590**



# Sparrow's Nest

## 2018 Corporate Sponsorship Program

Name of Event or Service	SPARROW \$20,000		EAGLE \$15,000		STARLING \$10,000		CARDINAL \$7,500		ROBIN \$5,000		DOVE \$2,500	
	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE
Industry Exclusivity		\$\$\$		\$\$\$								
Logo on Food Truck		\$6,000										
Logo w/link on SN Website		\$3,000		\$3,000		\$3,000		\$3,000				
Company Name Scrolling on SN Website										\$1,500		\$1,500
Logo on Information Post Cards		\$2,000										
Radio advertising on 92.1		\$3,000		\$3,000								
Recognition in The Chirp Monthly News w/Link		\$3,000		\$3,000		\$3,000		\$3,000				
One Featured Article in The Chirp Monthly News		\$500		\$500								
Company Name in The Chirp Monthly News										\$2,000		
Race 1* (NOLA)		\$4,500		\$4,500		\$4,500		\$3,050				
Race 2** (VEGAS)		\$4,500		\$4,500								
<b>80'S NIGHT</b> (MARCH 2018)	Big Hair	\$2,000	Specialty Dance	\$1,000	Specialty Dance	\$1,000			Leg Warmer	\$500	LegWarmer	\$500
<b>FATHER'S DAY</b> (JUNE 2018)	Caddie	\$1,500	Caddie	\$1,500			Caddie	\$1,500	Chipper	\$750		
<b>SUPERHERO 5K</b> (SEPT 9, 2018)	Spiderman	\$2,000	Spiderman	\$2,000	Spiderman	\$2,000	Batman	\$1,000	Batman	\$1,000	Batman	\$1,000
<b>ROCK THE NEST</b> (OCT 2018)	Lennon	\$2,000	Bowie	\$1,000	Bowie	\$1,000	Backstage	\$500			Backstage	\$500
<b>MASQUERADE</b> (OCT 2018)	Mint Julip	\$2,000	Mint Julip	\$2,000	Mint Julip	\$2,000	Jambalaya	\$1,000	Jambalaya	\$1,000		
<b>SANTA'S WORKSHOP</b> (DEC 2018)	Gingerbread	\$1,000	Gingerbread	\$1,000	Candy Cane	\$500						
<b>TOTAL VALUE</b>		<b>\$37,000</b>		<b>\$27,000</b>		<b>\$17,000</b>		<b>\$13,050</b>		<b>\$6,750</b>		<b>\$3,500</b>
<b>TOTAL SAVINGS</b>		<b>\$17,000</b>		<b>\$12,000</b>		<b>\$7,000</b>		<b>\$5,550</b>		<b>\$1,750</b>		<b>\$1,000</b>

**\*Race 1 Includes :**

Nights Hotel Accommodation	3	\$750	3	\$750	3	\$750	2	\$500
Airfare Credit	Yes	\$250	Yes	\$250	Yes	\$250	Yes	\$200
Tickets to Race Luncheon	4	\$300	4	\$300	4	\$300	2	\$150
Logo on virtual program at luncheon	Yes	\$1,000	Yes	\$1,000	Yes	\$1,000	No	
Logo on Team Sparrow Race Shirt	Yes	\$1,000	Yes	\$1,000	Yes	\$1,000	Yes	\$1,000
Logo w/link on Team page of website	Yes	\$1,000	Yes	\$1,000	Yes	\$1,000	Yes	\$1,000
Company can provide material for goodie bags	Yes	\$200	Yes	\$200	Yes	\$200	Yes	\$200

**\*\*Race 2 Includes same incentives as Race 1**

### Your Sponsorship At Work:

**Sparrowsnestcharity.org** was opened by approximately 73,000 unique viewers in 2017

Our Sparrow's Nest refrigerated food truck travels an average of 500 miles each week.

Radio spots are aired on 92.1 and reach an estimated 56,000 during a 3 week advertisement flight.

Our monthly newsletter, The Chirp, is sent to over 3,000 emails, with an average of 41.6% open rate and 4.9% click thru rate.

Corporate sponsors are given first opportunity to purchase additional packages at any Sparrow event.



# Sparrow's Nest

## 2018 Sponsorship Bulk Pricing

### SPARROW - \$20,000 INDUSTRY EXCLUSIVE

Logo on Sparrow's Nest Food Truck	\$6,000
Logo with link on home page of SN website	\$3,000
Radio advertising on 92.1	\$3,000
Logo with link in Chirp Newsletter	\$3,000
Logo on informational postcards	\$2,000
Featured Article	\$500
Race 1 includes:	\$4,500
3 nights hotel accommodation	\$750
Airfare credit	\$250
4 tickets to luncheon	\$300
Logo on virtual program at luncheon	\$1,000
Logo on Team Sparrow Race Shirt	\$1,000
Logo w/link on Team page of website	\$1,000
Company can provide material for goodie bags	\$200
Race 2 includes same incentives of Race 1	\$4,500
80's Night - Big Hair Package	\$2,000
Father's Day Golf - Caddie Package	\$1,500
Superhero 5k - Spiderman Package	\$2,000
Rock the Nest - Lennon Package	\$2,000
Masquerade Ball - Mint Julip Package	\$2,000
Santa's Workshop - Gingerbread Man Package	\$1,000
<b>Total Cost</b>	<b>\$37,000</b>
<b>SAVINGS</b>	<b>\$17,000</b>

### EAGLE - \$15,000 INDUSTRY EXCLUSIVE

Logo with link on home page of SN website	\$3,000
Radio advertising on 92.1	\$3,000
Recognition monthly in Chirp Newsletter	\$3,000
Featured Article	\$500
Race 1 includes:	\$4,500
3 nights hotel accommodation	\$750
Airfare credit	\$250
4 tickets to luncheon	\$300
Logo on virtual program at luncheon	\$1,000
Logo on Team Sparrow Race Shirt	\$1,000
Logo w/link on Team page of website	\$1,000
Company can provide material for goodie bags	\$200
Race 2 includes same incentives of Race 1	\$4,500
80's Night - Specialty Dance Package	\$1,000
Father's Day Golf - Caddie Package	\$1,500
Superhero 5k - Spiderman Package	\$2,000
Rock the Nest - Bowie Package	\$1,000
Masquerade Ball - Mint Julip Package	\$2,000
Santa's Workshop - Gingerbread Man Package	\$1,000
<b>Total Cost</b>	<b>\$27,000</b>
<b>SAVINGS</b>	<b>\$12,000</b>

### STARLING - \$10,000

Logo with link on home page of SN website	\$3,000
Recognition monthly in Chirp Newsletter	\$3,000
Race 1 includes:	\$4,500
3 nights hotel accommodation	\$750
Airfare credit	\$250
4 tickets to luncheon	\$300
Logo on virtual program at luncheon	\$1,000
Logo on Team Sparrow Race Shirt	\$1,000
Logo w/link on Team page of website	\$1,000
Company can provide material for goodie bags	\$200
80's Night - Specialty Dance Package	\$1,000
Superhero 5k - Spiderman Package	\$2,000
Rock the Nest - Bowie Package	\$1,000
Masquerade Ball - Mint Julip Package	\$2,000
Santa's Workshop - Candy Cane Package	\$500
<b>Total Cost</b>	<b>\$17,000</b>
<b>SAVINGS</b>	<b>\$7,000</b>

### CARDINAL - \$7,500

Logo with link on home page of SN website	\$3,000
Recognition monthly in Chirp Newsletter	\$3,000
Race 1 includes:	\$3,050
2 nights hotel accommodation	\$500
Airfare credit	\$200
2 tickets to luncheon	\$150
Logo on Team Sparrow Race Shirt	\$1,000
Logo w/link on Team page of website	\$1,000
Company can provide material for goodie bags	\$200
Father's Day Golf - Chipper Package	\$1,500
Superhero 5k - Batman Package	\$1,000
Rock the Nest - Backstage Pass Package	\$500
Masquerade Ball - Jambalaya Package	\$1,000
<b>Total Cost</b>	<b>\$13,050</b>
<b>SAVINGS</b>	<b>\$5,550</b>

### ROBIN - \$5,000

Company name scrolling on SN home page	\$1,500
Company name in Chirp Newsletter	\$2,000
80's Night - Legwarmer Package	\$500
Father's Day Golf - Chipper Package	\$750
Superhero 5k - Batman Package	\$1,000
Masquerade Ball - Jambalaya Package	\$1,000
<b>Total Cost</b>	<b>\$6,750</b>
<b>SAVINGS</b>	<b>\$1,750</b>

### DOVE - \$2,500

Company name scrolling on SN home page	\$1,500
80's Night - Leg Warmer Package	\$500
Superhero 5k - Batman Package	\$1,000
Rock the Nest - Backstage Pass Package	\$500
<b>Total Cost</b>	<b>\$3,500</b>
<b>SAVINGS</b>	<b>\$500</b>



# 80's NIGHT

## 2018 Event Sponsorship Opportunities

Date TBD

Location - TBD

### **Madonna Sponsor - \$3,500** - 1 Opportunity Available

10 Tickets to the event for your Employees, Friends or Family at your very own VIP Table

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

Represent your company as a Judge for the 80's Costume Contest

Sponsorship of 80's Night Photo Booth

### **Big Hair Sponsor - \$2,000** - 2 Opportunities Available

6 Tickets to the event for your Employees, Friends or Family at your very own VIP Table

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

Represent your company as a Judge for the 80's Costume Contest

Company-recognized 3-song set of your favorite 80's tunes

### **Specialty Dance Sponsor - \$1,000**

6 Tickets to the event for your Employees, Friends or Family

Company Mention on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

Sponsorship of the Specialty Dance of your choice with the ability to pass out company-provided promotional items.

*Examples: Electric Slide, Macarena, Chicken Dance, etc.*

### **Leg Warmer Sponsor - \$500** - 4 Opportunities Available

4 Tickets to the event for your Employees, Friends or Family

Company Mention on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

### **Additional Opportunities Available:**

**Signature Cocktail Sponsor - \$750** (1 Available) – includes printed napkin with your company's name.



# FATHER'S DAY GOLF TOURNAMENT

## 2018 Event Sponsorship Opportunities

Date TBD

Location - TBD

### **Hole in One Sponsor - \$3,000** - 1 Opportunity Available

One Foursome to participate in the event.

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Tee Sign
- Green Flag

Banner Display at Luncheon

Logo on Top Finisher Awards

Logo on commemorative item which is gifted to all participants

### **Birdie Sponsor - \$2,500** - 1 Opportunity Available

One Foursome to participate in the event for.

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Tee Sign
- Green Flag

Banner Display at Breakfast

Logo on commemorative item which is gifted to all participants

### **Par Excellence Sponsor - \$2,000**

One Foursome to participate in the event.

Company Name on the following:

- All Event Material (Printed and Digital)
- Event Website
- Tee Sign
- Green Flag

Drink Cart Sponsor

### **Caddie Sponsor - \$1,500**

Two golfers to participate in the event.

Company Name on the following:

- All Event Material (Printed and Digital)
- Event Website
- Tee Sign
- Green Flag

Sponsorship of one contest with logo on award plaque

### **Chipper Sponsor - \$750**

Company Name on the following:

- All Event Material (Printed and Digital)
- Event Website
- Tee Sign
- Green Flag



# SUPER HERO 5K

## 2018 Event Sponsorship Opportunities



Sunday, September 9th, 2018

James Baird State Park

### **Superman Sponsor - \$5,000** - 2 Opportunities Available

10 Race Registrations for your Employees, Friends or Family

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Race Shirt
- Top Finisher Awards

Vendor Display Table

Sponsorship of Timing Device with Signage

Company mentioned in event radio advertising

### **Wonder Woman Sponsor - \$3,500** - ? Opportunities Available

8 Race Registrations for your Employees, Friends or Family

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Race Shirt

Vendor Display Table

Company mentioned in event radio advertising

### **Spiderman Sponsor - \$2,000** - ? Opportunities Available

4 Race Registrations for your Employees, Friends or Family

Company Name listed on the following:

- All Event Material (Printed and Digital)
- Event Website
- Race Shirt

Vendor Display Table

Company mentioned in event radio advertising

### **Batman Sponsor - \$1,000** - ? Opportunities Available

2 Race Registrations for your Employees, Friends or Family

Company Name listed on the following:

- All Event Material (Printed and Digital)
- Event Website

Vendor Display Table

### **Additional Opportunities Available:**

**Mile Marker Sponsor - \$100** (2 Available) – includes sign/banner

**Water Table Sponsor - \$200** (2 Available) – includes sign/banner

**"In Memory of" Sign Table - \$500** (1 Available) – includes sign/banner

**Band Sponsor - \$750** (1 Available) – includes Vendor Display Table and the option to hang your company banner on the venue stage.

### **Vendor Opportunities:**

**Vendor/Craft Tables Available – 10' Space - \$50 Vendor Fee**





# ROCK THE NEST

## 2018 Event Sponsorship Opportunities

TBD

Freedom Park, LaGrangeville, NY

### **Hendrix – \$3,000** - 3 Opportunities Available

12 Tickets to the event for your Employees, Friends of Family

Banner Displayed at event on the Main Stage (need to supply banner)

Company mentioned in event radio advertising on I Heart Radio (9.21, 96.1, 96.9 and 93.3)

Company/Vendor Display Table

Logo Placement on the following:

- All event material printed & digital
- Event Website (Sparrow's Website & Facebook)
- Event T-Shirt

### **Lennon – \$2,000** - 4 Opportunities Available

10 Tickets to the event for your Employees, Friends of Family

Banner Displayed at event on the Registration table (need to supply banner)

Company mentioned in event radio advertising on I Heart Radio (9.21, 96.1, 96.9 and 93.3)

Logo Placement on the following:

- All event material printed & digital
- Event Website (Sparrow's Website & Facebook)
- Event T-Shirt

### **Bowie – \$1,000** - 5 Opportunities Available

8 Tickets to the event for your Employees, Friends of Family

Banner Displayed at event on the Vendor Pavilion (need to supply banner)

Logo Placement on the following:

- All event material printed & digital
- Event Website (Sparrow's Website & Facebook)
- Event T-Shirt

### **Backstage Pass – \$500** - 10 Opportunities Available

6 Tickets to the event for your Employees, Friends of Family

Name Placement on the following:

- All event material printed & digital
- Event Website (Sparrow's Website & Facebook)
- Event T-Shirt



# MASQUERADE BALL

## 2018 Event Sponsorship Opportunities



Date TBD

Location - TBD

### **Mardi Gras - \$5,000** - 2 Opportunities Available

Table for 10

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Front half page inside cover of the event program
- Virtual program shown at event
- Formal mailed invitations to over 400 people

Opportunity for company to provide an item in parting gift bag

Sponsorship of the Sparrow's dessert item in parting gift bag

### **King Cake - \$3,500** - 2 Opportunities Available

Table for 10

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Back half page inside cover of the event program
- Virtual program shown at event

Opportunity for company to provide an item in parting gift bag

### **Mint Julip - \$2,000**

6 tickets to the event

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Virtual program shown at event
- Business card sized ad in event program

Opportunity for company to provide an item in parting gift bag

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

2 tickets to the event

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website
- Business card sized ad in event program





# BREAKFAST WITH SANTA

## 2018 Event Sponsorship Opportunities



**Date TBD**

Location - TBD

### **North Pole Sponsor - \$1,500** - 1 Opportunity Available

8 Tickets to the event for your Employees, Friends or Family

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

Sponsorship of Photos with Santa

### **Gingerbread Man Sponsor - \$1,000**

6 Tickets to the event for your Employees, Friends or Family

Logo Placement on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

Sponsorship of one of the Children's Activity Tables

### **Candy Cane Sponsor - \$500** - 4 Opportunities Available

4 Tickets to the event for your Employees, Friends or Family

Company Mention on the following:

- All Event Material (Printed and Digital)
- Event Website

Company/Vendor Display Table

### **Vendor Opportunities:**

**Vendor/Craft Tables Available – 10' Space - \$50 Vendor Fee**