



Dear Corporate Sponsor,

To say 2020 has been a crazy year, would be an understatement. Navigating a pandemic while safely taking care of families facing a cancer battle has been challenging but also rewarding. When New York went on pause, Sparrow's Nest did NOT stop. Feeding our patients this year took on an entirely different meaning. Not only were we providing them two homemade meals each week, we were also bringing supplemental groceries to homes of recipients who could not risk a trip to their local supermarket.

Stories surfaced about loved ones who couldn't sleep in the same home as our recipients for fear of getting them sick. Parents unable to join their children at chemo appointments, people losing their jobs, recipients battling the virus and losing. There was plenty of sadness in 2020, but also plenty of hope.

With the help of our corporate sponsors, we were able to provide all of our families with extra food over a 3 month period. Recipients received gift cards to shop for food online, we provided masks in the beginning when finding one was almost impossible and we managed to wrangle up enough hand sanitizer so each family had a month's supply. We were only able to do all of this because of the generosity and ongoing support of our sponsors.

We are in unprecedented times and we understand the challenges facing our local community. As we move into 2021, please consider supporting The Nest so that we can continue to be a source of stability in this time of uncertainty.

Warmly,

Krista Jones  
Executive Director of Sparrow's Nest

**Corporate Sponsor Form - Please fill out and return with payment to Sparrow's Nest**

Business Name(for printed material): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Corporate Sponsor Level:  Sparrow \$20,000\*  Eagle \$15,000\*  Starling \$10,000\*  Cardinal \$7,500\*  Robin \$5,000\*  Dove \$2,500\*

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

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**PAYMENT OPTIONS:**

- CHECK, please make checks payable to "SPARROW'S NEST"
- VISA/MC/AMEX/DISCOVER # \*\* \_\_\_\_\_ EXP: \_\_\_\_\_ CVC CODE \_\_\_\_\_
- SIGNATURE \_\_\_\_\_ DATE: \_\_\_\_\_ CHARGE: \$ \_\_\_\_\_

**PAYMENT TERMS:**

- One time payment of \$ \_\_\_\_\_
  - 4 quarterly payments of \$ \_\_\_\_\_ for a total of \$ \_\_\_\_\_
  - 12 monthly payments of \$ \_\_\_\_\_ for a total of \$ \_\_\_\_\_
- \*Approximately 75% of your donation will be tax-deductible.*  
*\*\*All payments made with a credit card will be subjected to a 3% credit card processing fee.*

Please reach out to Jean Marie Trick, our Development Director, with any questions:

**Email: [JMtrick@sparrowsnestcharity.org](mailto:JMtrick@sparrowsnestcharity.org) – Phone: (845)204-9421**  
**Sparrow's Nest, 946 Route 376, Suite 7, Wappingers Falls, NY 12590**



# Sparrow's Nest

## 2021 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
Company Image on Facebook cover photo (1 yr)		\$3,000										
Weekly tags on all social media platforms		\$5,000										
Bi-monthly tags on all social media platforms				\$2,500								
Monthly tags on all social media platforms						\$1,250						
Quarterly tags on all social media platforms								\$500				
Company name on home page of website										\$1,500		
Social Media "takeover" on Facebook (1 day)		\$500		\$500								
Logo on Sparrow's Nest delivery truck (1 year)		\$3,000		\$3,000								
Logo with link on home page of website		\$3,000		\$3,000		\$3,000		\$3,000				
Logo with link in monthly Chirp newsletter		\$4,000		\$4,000								
Sponsor name in monthly Chirp newsletter						\$3,000		\$3,000		\$3,000		
Featured article in Chirp newsletter		\$500		\$500								
*Branding on all recipient meals for one month		\$12,000										
*Branding on all recipient meals for two weeks				\$6,000								
*Branding on all recipient meals for one week						\$3,000						
*Branding on all recipient desserts for one week								\$1,000				
Matching Gift sponsor of Year End Campaign												\$2,500
Company name on campaign event page												\$500
Live social media campaign mentions												\$500
<b>SUPERHERO 5K (APRIL-MAY 2021)</b>	Spiderman	\$2,000	Spiderman	\$2,000	Spiderman	\$2,000	Batman	\$1,000	Batman	\$1,000		
<b>FATHER'S DAY (JUNE 2021)</b>	Caddie	\$1,500	Caddie	\$1,500	Caddie	\$1,500	Caddie	\$1,500	Chipper	\$1,000		
<b>TRAVELING NEST (SEPT 2021)</b>	Lennon	\$2,000	Lennon	\$2,000	Bowie	\$1,000	Backstage	\$500				
<b>FARM TO TABLE (OCT 2021)</b>	Confection	\$2,500	Confection	\$2,500	Confection	\$2,500	Garden	\$1,000	Garden	\$1,000		
<b>TOTAL COST</b>		<b>\$39,000</b>		<b>\$27,500</b>		<b>\$17,250</b>		<b>\$11,500</b>		<b>\$7,500</b>		<b>\$3,500</b>
<b>TOTAL SAVINGS</b>		<b>\$19,000</b>		<b>\$12,500</b>		<b>\$7,250</b>		<b>\$4,000</b>		<b>\$2,500</b>		<b>\$1,000</b>

### Your Sponsorship At Work:

[Sparrowsnestcharity.org](http://Sparrowsnestcharity.org) was opened by approximately 35,000 unique viewers in 2020

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

Our monthly newsletter, The Chirp, is sent to over 7,000 emails, with an average of 32.3% open rate (compared with national nonprofit average of 24.1%) and 4.2% click thru rate (compared with national nonprofit average of 2.6%).

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

**\*Sparrow's Nest delivers an average of 1,260 trays of food, providing 5,040 individual meals to our recipients on a monthly basis. Your company's message will be included on each one.**



# Sparrow's Nest

## 2021 Sponsorship Pricing

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

Company Image on Facebook cover photo (1 year)	\$3,000
Weekly tags on all social media platforms	\$5,000
Social Media "takeover" on Facebook (1 day)	\$500
Logo on Sparrow's Nest delivery truck (1 year)	\$3,000
Logo with link on home page of website	\$3,000
Logo with link in monthly Chirp newsletter	\$4,000
Featured article in Chirp newsletter	\$500
Branding on all recipient meals for one month	\$12,000
Superhero Walk/Run – <i>Spiderman Sponsor</i>	\$2,000
Father's Day Golf – <i>Caddie Sponsor</i>	\$1,500
Traveling Nest – <i>Lennon Sponsor</i>	\$2,000
Farm to Table Gala – <i>Confection Sponsor</i>	\$2,500
<b>Total Cost</b>	<b>\$39,000</b>
<b>SAVINGS</b>	<b>\$19,000</b>

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

Bi-monthly tags on all social media platforms	\$2,500
Social Media "takeover" on Facebook (1 day)	\$500
Logo on Sparrow's Nest delivery truck (1 year)	\$3,000
Logo with link on home page of website	\$3,000
Logo with link in monthly Chirp newsletter	\$4,000
Featured article in Chirp newsletter	\$500
Branding on all recipient meals for two weeks	\$6,000
Superhero Walk/Run – <i>Spiderman Sponsor</i>	\$2,000
Father's Day Golf – <i>Caddie Sponsor</i>	\$1,500
Traveling Nest – <i>Lennon Sponsor</i>	\$2,000
Farm to Table Gala – <i>Confection Sponsor</i>	\$2,500
<b>Total Cost</b>	<b>\$27,500</b>
<b>SAVINGS</b>	<b>\$12,500</b>

### STARLING - \$10,000

Monthly tags on all social media platforms	\$1,250
Logo with link on home page of website	\$3,000
Sponsor name in monthly Chirp newsletter	\$3,000
Branding on all recipient meals for one week	\$3,000
Superhero Walk/Run – <i>Spiderman Sponsor</i>	\$2,000
Father's Day Golf – <i>Caddie Sponsor</i>	\$1,500
Traveling Nest – <i>Bowie Sponsor</i>	\$1,000
Farm to Table Gala – <i>Confection Sponsor</i>	\$2,500
<b>Total Cost</b>	<b>\$17,250</b>
<b>SAVINGS</b>	<b>\$7,250</b>

### CARDINAL - \$7,500

Quarterly tags on all social media platforms	\$500
Logo with link on home page of website	\$3,000
Sponsor name in monthly Chirp newsletter	\$3,000
Branding on all recipient desserts for one week	\$1,000
Superhero Walk/Run – <i>Batman Sponsor</i>	\$1,000
Father's Day Golf – <i>Caddie Sponsor</i>	\$1,500
Traveling Nest – <i>Backstage Pass</i>	\$500
Farm to Table Gala – <i>Garden Sponsor</i>	\$1,000
<b>Total Cost</b>	<b>\$11,500</b>
<b>SAVINGS</b>	<b>\$4,000</b>

### ROBIN - \$5,000

Company name on home page of website	\$1,500
Sponsor name in monthly Chirp newsletter	\$3,000
Superhero Walk/Run – <i>Batman Sponsor</i>	\$1,000
Father's Day Golf – <i>Chipper Sponsor</i>	\$1,000
Farm to Table Gala – <i>Garden Sponsor</i>	\$1,000
<b>Total Cost</b>	<b>\$7,500</b>
<b>SAVINGS</b>	<b>\$2,500</b>

### DOVE - \$2,500

Matching Gift sponsor of Year End Campaign	\$2,500
Company name on campaign event page	\$500
Live mentions throughout the campaign on social media	\$500
<b>Total Cost</b>	<b>\$3,500</b>
<b>SAVINGS</b>	<b>\$1,000</b>



# SUPER HERO VIRTUAL RUN/WALK

## 2021 Event Sponsorship Opportunities



April - May 2021

### Superman Sponsor - \$5,000

10 Race Registrations

Logo placement on the following:

- All event material (printed and digital)
- Event website
- Race shirt
- Swag bag with opportunity to add promotional item
- Pre-race photo banner
- All event email correspondence

### Wonder Woman Sponsor - \$4,000

8 Race Registrations

Logo placement on the following:

- All event material (printed and digital)
- Event website
- Race shirt
- Swag bag with opportunity to add promotional item
- Pre-race photo banner

### The Incredibles – \$3,000

6 Race Registrations

Logo placement on the following:

- All event material (printed and digital)
- Event website
- Race shirt
- Swag bag with opportunity to add promotional item

### Spiderman Sponsor - \$2,000

4 Race Registrations

Company name listed on the following:

- All event material (printed and digital)
- Event website
- Race shirt

### Batman Sponsor - \$1,000

2 Race Registrations

Company name listed on the following:

- All event material (printed and digital)
- Event website

### Super Hero Run/Walk Event Form - Please fill out and return with payment to Sparrow's Nest

Business Name(for printed material): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Sponsor Level:     Superman - \$5,000     Wonder Woman - \$4,000     The Incredibles - \$3,000     Spiderman Sponsor - \$2,000     Batman - \$1,000

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

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

CHECK, please make checks payable to "SPARROW'S NEST"

VISA//MC/AMEX/DISCOVER # \_\_\_\_\_ EXP: \_\_\_\_\_ CVC CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE: \_\_\_\_\_ CHARGE: \$ \_\_\_\_\_

Please reach out to Jean Marie Trick, our Development Director, with any questions:

Email: [jmtrick@sparrowsnestcharity.org](mailto:jmtrick@sparrowsnestcharity.org) Phone: (845)204-9421

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



# FATHER'S DAY GOLF TOURNAMENT

## 2021 Event Sponsorship Opportunities

June 2021

Location - TBD

### Hole in One Sponsor - \$3,000

#### Lunch Sponsor

One Foursome to the event

Logo Placement on the Following:

- All event material (printed and digital)
- Event website
- Green Flag
- Tee Sign
- Banner in luncheon area
- Top Finisher Award trophy

### Birdie Sponsor - \$2,500

#### Breakfast Sponsor

One Foursome to the event

Logo Placement on the Following:

- All event material (printed and digital)
- Event website
- Green Flag
- Tee Sign
- Banner in breakfast area

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

#### Drink Cart Sponsor

One Foursome to the event

Logo Placement on the Following:

- All event material (printed and digital)
- Event website
- Green Flag
- Tee Sign

### Caddie Sponsor - \$1,500

#### Contest sponsor

Two golfers

Company Name on the following:

- All event material (printed and digital)
- Event website
- Green Flag
- Tee Sign

### Chipper Sponsor - \$1,000

#### Two golfers

Company Name on the following:

- All event material (printed and digital)
- Event website

### Father's Day Golf Tournament Form - Please fill out and return with payment to Sparrow's Nest

Business Name(for printed material): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Sponsor Level:  Hole in One Sponsor - \$3,000  Birdie Sponsor - \$2,500  Par Excellence Sponsor - \$2,000  
 Caddie Sponsor - \$1,500  Chipper Sponsor - \$1,000

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

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

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SIGNATURE \_\_\_\_\_ DATE: \_\_\_\_\_ CHARGE: \$ \_\_\_\_\_

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## **JIMMY PAGE – \$5,000** 2 Opportunities Available

### **SPONSORSHIP INCLUDES:**

- 20 Tickets to the event for your Employees, Friends or Family plus a T-shirt & 2 beer tickets per person.
- VIP area with catering
- Help to MC the event/Announce the bands
- Special Thanks by the Headliner Band
- Banners on Display at Entrance of Venue, Vendor Pavilion, and Stage (need to supply 3 banners)
- Company mentioned in event radio advertising
- Company/Vendor Display Table
- Logo Placement on the following:
  - All event material printed & digital such as *The Chirp* (Sparrow's Newsletter), Rack Cards, Billboards, Promotional Video.
  - Special Facebook Paid Ad
  - Event Website (Sparrow's Website & Facebook)
  - Event T-Shirt

## **DRINK SPONSOR - \$3,500** 1 Opportunity Available

### **SPONSORSHIP INCLUDES:**

- 8 Tickets for Event & 1 beer ticket per person.
- Logo on Beer Cups Provided to Breweries
- Pop Up Tent with Logo Used as Our Beer Ticket Tent
- Promotional Items on Beer Ticket Table
- Announce Opening Band with Krista.
- Company mentioned in event radio advertising
- Company/Vendor Display Table
- Logo Placement on the following:
  - All event material printed & digital such as *The Chirp* (Sparrow's Newsletter), Rack Cards, Billboards, Promotional Video.
  - Special Thanks on Facebook & Instagram
  - Event Website (Sparrow's Website & Facebook)
  - Event T-Shirt

## **HENDRIX – \$3,000** 4 Opportunities Available

### **SPONSORSHIP INCLUDES:**

- 12 Tickets to the event for your Employees, Friends or Family & 1 beer ticket per person.
- Banner Displayed at event on the Main Stage (need to supply banner)
- Company/Vendor Display Table
- Logo Placement on the following:
  - All event material printed & digital such as the monthly Sparrow's Nest Newsletter (*The Chirp*), Billboards, Social Media Video, Rack Cards, Facebook Ads, Promotional Video
  - Event Website (Sparrow's Website & Facebook)
  - Event T-Shirt

## **LENNON – \$2,000** 5 Opportunities Available

### **SPONSORSHIP INCLUDES:**

- 10 Tickets to the event for your Employees, Friends or Family & 1 beer ticket per person.
- Banner Displayed at event on the Registration table (need to supply banner)
- Logo Placement on the following:
  - All event material printed & digital such as the monthly Sparrow's Nest Newsletter (*The Chirp*), Social Media Video, Rack Cards, Facebook Ads, Promotional Video.
  - Event Website (Sparrow's Website & Facebook)
  - Event T-Shirt

## **BOWIE – \$1,000** 6 Opportunities Available

### **SPONSORSHIP INCLUDES:**

- 8 Tickets to the event for your Employees, Friends or Family & 1 beer ticket per person.
- Banner Displayed at event on the Vendor Pavilion (need to supply banner)
- Logo Placement on the following:
  - On material printed & digital such as the monthly Sparrow's Nest Newsletter (*The Chirp*), Social Media Video, Rack Cards, Facebook Ads.
  - Event Website (Sparrow's Website & Facebook)
  - Event T-Shirt

## **BACKSTAGE PASS – \$500** Unlimited Opportunities

### **SPONSORSHIP INCLUDES:**

- 6 Tickets to the event for your Employees, Friends or Family
- Name Placement on the following:
  - On material printed & digital such as the monthly Sparrow's Nest Newsletter (*The Chirp*), Social Media Video, Rack Cards, Facebook Ads.
  - Event Website (Sparrow's Website & Facebook)
  - Event T shirt



# farm. to table virtual gala

## 2021 Event Sponsorship Opportunities



October 2021



### Farmers Market Sponsor - \$5,000

Catered dinner for 8 delivered from Lola's Café the afternoon of the Gala  
Logo placement on the following:

- Award ceremony backdrop
- Event advertising across all social media platforms
- Event page of website
- Full page ad in event program
- Sparrow's Nest delivery truck for the month of October
- On parting gift bag (can add gift to bag)
- All trays of food delivered to Sparrow's Nest families for two weeks

### Harvest Sponsor - \$4,000

Catered dinner for 6 to be delivered from Lola's Café the afternoon of the Gala  
Logo placement on the following:

- Event advertising across all social media platforms
- Event page of website
- Full page ad in event program
- Sparrow's Nest delivery truck for the month of October
- On parting gift bag (can add gift to bag)
- All trays of food delivered to Sparrow's Nest families for one week

### Bounty Sponsor - \$3,000

Catered dinner for 4 to be picked up at Lola's the afternoon of the Gala  
Logo placement on the following:

- Event advertising across all social media platforms
- Event page of website
- Half page ad in event program
- On parting gift bag (can add gift to bag)
- One tray of food delivered to all Sparrow's Nest families for one week

### Confection Sponsor - \$2,500

Catered dinner for 2 to be picked up at Lola's the afternoon of the Gala  
Company name on the following:

- Event advertising across all social media platforms
- Event page of website
- Quarter page ad in event program
- On parting gift bag (can add gift to bag)
- All desserts delivered to Sparrow's Nest families for one week

### Garden Sponsor - \$1,000

Catered dinner for 2 to be picked up at Lola's the afternoon of the Gala  
Company name on the following:

- Event advertising across all social media platforms
- Event page of website
- Business card size ad in event program



**Farm To Table Gala Form - Please fill out and return with payment to Sparrow's Nest**

Business Name(for printed material): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Sponsor Level:  Farmers Market Sponsor - \$5,000  Harvest Sponsor - \$4,000  Bounty Sponsor - \$3,000  
 Confection Sponsor - \$2,500  Garden Sponsor - \$1,000

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

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

CHECK, please make checks payable to "SPARROW'S NEST"

VISA/MC/AMEX/DISCOVER # \_\_\_\_\_ EXP: \_\_\_\_\_ CVC CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE: \_\_\_\_\_ CHARGE: \$ \_\_\_\_\_

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