



2023 EVENTS & PROGRAM SPONSORSHIP OPPORTUNITIES

Family Promise of Bergen County empowers working families experiencing homelessness to become permanently self-sufficient by offering temporary housing, homelessness prevention, rental assistance, and wrap-around support. We also address hunger through the nightly Family Promise Walk-In Dinner Program, which since 1991 has served more than 1.2 million meals to those in our community experiencing food insecurity.

There are several opportunities to support Family Promise throughout the year. As a valued sponsor, your company can expect:

- Established, effective programs that address family homelessness, poverty, and food insecurity in the Bergen County area
- Well managed, safe, and engaging events conducted by our own experienced, professional staff
- Brand recognition via Family Promise’s website, event microsites, and social media platforms
- Visibility to a diverse audience, including more than 5,500 local donors, supporters, and volunteers via our digital mailing list
- Opportunity to align your brand with Family Promise and impact the community in which you do business

Family Promise Hike for Hope: 30th Anniversary

Sunday, May 7, 2023

Van Neste Square Memorial Park, Ridgewood, NJ

The Family Promise Hike for Hope—formerly the Hike or Bike—is celebrating its 30th anniversary! We are thrilled to announce that after holding our event virtually for the past three years, we are returning to a fully in-person format for 2023.

The Hike for Hope is a fun way for families, schools, civic groups, and individuals of all ages to come together to support the working families experiencing homelessness that Family Promise serves. Participants embark on a three-mile walk through the heart of Ridgewood, which begins and ends at Van Neste Square Memorial Park. The afternoon will also include music, snacks, activities, crafts, prizes, and more.

Promise Sponsor – \$5,000

- Includes free registration for up to 20 employees
- Branded pop-up tent or table in central location in Van Neste Square during the event for product placement or activities
- Recognition as a Promise Sponsor during the event by Family Promise’s event MC
- Speaking opportunity at the start of the hike
- Logo prominently featured on giveaway t-shirt, event signage, and route map distributed to attendees
- Company spotlight featured on homepage of event microsite with direct link to Sponsor’s website
- Logo prominently featured on Family Promise website and in event-related email communications
- Dedicated social media post featuring company logo or photo
- Recognition as Promise Sponsor on pre- and post- event publicity
- Volunteer opportunities for employees

Star Sponsor – \$2,500

- Includes free registration for up to 10 employees
- Branded pop-up tent or table in Van Neste Square during the event for product placement or activities
- Logo featured on giveaway t-shirt, event signage, and route map distributed to attendees
- Logo with direct link to Sponsor’s homepage on event website
- Logo featured on Family Promise website and in event email communications
- Dedicated social media post featuring company logo or photo
- Recognition as Star Sponsor on pre- and post- event publicity
- Volunteer opportunity for Sponsor’s employees

Family Friend Sponsor – \$1,250

- Free registration for up to 5 employees
- Table in Van Neste Square during the event for product placement or business information
- Logo featured on giveaway t-shirt and select day-of materials
- Logo with direct link to Sponsor’s homepage on event website
- Logo featured on Family Promise website and in event email communications
- Recognition as Family Friend Sponsor on pre- and post- event publicity

Table Sponsor – \$500

- Branded table managed by company representative in Van Neste Square during the event for product placement, activities, or promotional purposes—great for local businesses!
- Logo with direct link to Sponsor’s homepage on event website
- Recognition as Table Sponsor on pre- and post- event publicity

Family Promise 24th Annual Golf Outing

Monday, June 5, 2023

Edgewood Country Club, River Vale, NJ

A fabulous day of golf that also includes lunch, premium refreshments served on the course, silent auction, contests, and giveaway. Limited to 100 golfers. Foursomes may choose Scramble or Best Ball format.

Presenting Sponsor – \$8,000

- Registration for two foursomes for golf (includes eight for lunch, cocktail hour, and dinner)
- Recognition as Presenting Sponsor from podium during dinner with the opportunity to briefly speak
- Featured full-page color ad in event program and company logo placed on front cover
- Logo in most prominent position on all signage and banners
- Logo prominently displayed on all golf carts, scoreboard, and on tee signs at two holes
- Recognition as Presenting Sponsor on pre- and post- event publicity with photo op
- Company Spotlight featured on front page of event microsite with direct link to Sponsor’s website
- Logo featured on Family Promise’s website for one year and in prominent position on event microsite
- Dedicated social media post featuring photo or logo announcing sponsorship
- Logo prominently featured in all event-related email communications
- Recognition in all pre- and post- event publicity
- Opportunity for product placement (branded items) in gift bag

Platinum Sponsor – \$6,500

- Registration for two foursomes for golf (includes eight for lunch, cocktail hour, and dinner)
- Recognition as Platinum Sponsor from the podium during dinner
- Logo displayed on all golf carts, scoreboard, day-of signage, and on tee signs at two holes
- Featured full-page color ad in event program
- Dedicated social media post featuring photo or logo announcing sponsorship

- Logo with direct link to Sponsor’s homepage displayed on event website
- Logo featured on Family Promise’s website and in event-related email communications
- Recognition in all pre- and post- event publicity
- Opportunity for product placement (branded items) in gift bag

Gold Sponsor – \$3,500

- Registration for one foursome for golf (includes four for lunch, cocktail hour, and dinner)
- Recognition as Gold Sponsor from the podium during dinner
- Logo on day-of signage, including tee sign on one hole
- Dedicated social media post featuring photo or logo announcing sponsorship
- Logo with direct link to Sponsor’s homepage displayed on event website
- Logo featured on Family Promise’s website and in event-related email communications
- Recognition on pre- and post- event publicity
- Full-page color ad in event program
- Opportunity for product placement (branded items) in gift bag

Luncheon Sponsor, Cocktail Reception Sponsor, or Dinner Sponsor – \$2,000

- Registration for two guests (includes golf, lunch, cocktail hour, and dinner reception)
- “Presented by…” signage featuring logo prominently displayed during lunch, cocktail hour, or dinner
- Tent cards featuring logo (with the opportunity to include a QR code to website) placed on tables
- Recognition as Luncheon, Cocktail Hour, or Dinner Sponsor from the podium during dinner reception
- Logo on tee sign displayed at one hole
- Dedicated social media post featuring logo announcing sponsorship
- Logo with direct link to Sponsor’s homepage displayed on event website
- Logo featured on Family Promise’s website and in event-related email communications
- Recognition on pre- and post- event publicity
- Half-page color ad in event program
- Opportunity for product placement (branded items) in gift bag

Golf Ball Sponsor – \$1,500

- Color logo on sleeve of golf balls to be presented to each golfer attending the event
- Logo on tee sign displayed at one hole
- Logo with direct link to Sponsor’s homepage displayed on event website
- Logo featured on Family Promise’s website and in event-related email communications
- Recognition as the Golf Ball Sponsor on pre- and post- event publicity
- Half-page color ad in event program

Golf Towel Sponsor – \$1,000

- Single color logo on golf towel to be presented to each golfer attending
- Logo on tee sign displayed at one hole
- Logo with direct link to Sponsor’s homepage displayed on event website
- Logo featured on Family Promise’s website and in event-related email communications
- Recognition as the Golf Towel Sponsor on pre- and post- event publicity
- Half-page color ad in event program

Driving Range Sponsor – \$600

- Logo or company name on tee sign displayed at the Driving Range
- Logo with link to Sponsor’s homepage displayed on event website
- Recognition as the Driving Range sponsor on pre- and post- event publicity
- Quarter-page color ad in event program

- Opportunity for product placement (branded items) distribution in gift bag

Tee Sponsor – \$275

- Full-color logo on tee sign at one hole
- Quarter-page color ad in event program
- Opportunity for product placement in event giveaway

Golf Journal Opportunities and Specs

Placing an ad in our Golf Outing’s Journal is a great way to support Family Promise while getting the word out about your business.

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| • Full Page Ad: <i>Size: 6.5 in” x 9 in” (Vertical)</i> | \$500 |
| • Half Page Ad: <i>Size: 6.5 in” x 4 in” (Horizontal)</i> | \$250 |
| • Quarter Page Ad: <i>Size: 3 in” x 4.5 in” (Vertical)</i> | \$125 |
| • Well Wishes: <i>Size: 1-2 sentences/lines</i> | \$75 |

Ads should be in full color and in JPG or PNG format. Upon request, Family Promise will design a simple graphic with your message for use in the Journal. All ads must be received by Friday, May 19, 2023.

Camp Lots-of-Fun

August 14-25, 2023

Camp Lots-of-Fun is a two-week summer day camp for children who are currently experiencing homelessness or were recently homeless. Our Campers enjoy great new experiences, embark on field trips, and participate in daily STEAM and literacy activities. With a one-to-one ratio of counselors to campers, kids receive lots of attention in a safe, welcoming environment.

Camp Sponsor – \$1,500

- Logo on Camp Lots-of-Fun page of Family Promise website
- Logo recognition prominently displayed in all Camp Lots-of-Fun email communications
- Dedicated social media post featuring a photo or company logo
- Recognition in pre- and post-Camp publicity

Family Promise Annual Gala

Thursday, October 12, 2023

Edgewood Country Club, River Vale, NJ

Our annual Gala is inspiring, informative, and our biggest event of the year! Features a fabulous online silent auction, cocktail hour, wine pull, gift bag, and more.

Empowerment Sponsor – \$15,000

- Table of 12
- Recognition as Empowerment Sponsor from podium during event with the opportunity to briefly speak
- Logo on cover of virtual journal and full-page ad inside front cover
- Press release with photo or logo announcing sponsorship
- Featured page on event microsite with company profile or impact of support with direct link to website
- Social media post featuring photo or logo on announcing sponsorship
- Recognition on all pre- and post- event publicity
- Logo prominently featured on mobile bidding app and leaderboard
- Logo featured on Family Promise’s homepage for one year
- Logo in prominent position in email communications

- Logo in prominent position on all signage at event
- Opportunity for product placement

Resiliency Sponsor – \$10,000

- Table of 10
- Prominently placed full-page ad in virtual journal
- Social media post featuring photo or logo on announcing sponsorship
- Recognition on pre- and post- event publicity
- Logo with link to Sponsor’s homepage on event website
- Logo prominently featured on mobile bidding app and leaderboard
- Logo featured on Family Promise’s homepage for one year
- Logo in email communications
- Logo in prominent position on all signage at event
- Recognition as Resiliency Sponsor from the podium during event
- Opportunity for product placement

Promise Sponsor – \$5,000

- 6 tickets
- Full-page ad in virtual journal
- Social media post featuring photo or logo announcing sponsorship
- Recognition on pre- and post- event publicity
- Logo with link to Sponsor’s homepage on event website
- Logo featured on Family Promise’s homepage for one year
- Logo in email communications
- Logo on major signage at event
- Recognition as a Promise Sponsor from the podium during event
- Opportunity for product placement

Star Sponsor – \$2,500

- 4 tickets
- Half-page ad in virtual journal
- Social media post featuring photo or logo announcing sponsorship
- Recognition on pre- and post- event publicity
- Recognition as a Star Sponsor from the podium during event
- Logo with link to Sponsor’s homepage on event website
- Logo in email communications
- Logo on select signage at event

Family Friend Sponsor – \$1,500

- 2 tickets
- Half-page ad in virtual journal
- Recognition on pre- and post- event publicity
- Recognition as a Family Friend Sponsor from the podium during event
- Logo on Family Promise Gala webpage
- Logo with link to Sponsor’s homepage on event website
- Logo in email communications

Gala Virtual Journal Opportunities and Specs

Placing an ad in our Gala's Virtual Journal is a great way to support Family Promise while getting the word out about your business. Our Virtual Journal will be live on our website and Gala microsite for one year after the event, distributed to our digital mailing list, and be accessible via QR code during event.

- Full Page Ad: Size: 6.5 in" x 9 in" (Vertical) \$500
- Half Page Ad: Size: 6.5 in" x 4 in" (Horizontal) \$250
- Quarter Page Ad: Size: 3 in" x 4.5 in" (Vertical) \$125
- Well Wishes: Size: 1-2 sentences/lines \$75

Ads should be in full color and in JPG or PNG format. Upon request, Family Promise will design a simple graphic with your message for use in the Virtual Journal. All ads must be received by Friday, September 29, 2023.

Annual Holiday Giving Fund

November/December

The Holiday Giving Fund is a way for companies and individuals to bring comfort and joy to the families and individuals that we serve, during the holiday season and beyond. Funds will be utilized to continue to provide shelter, support, and gift cards for the holidays to those in our programs. Funds will also help to provide meals to those who are food insecure at our nightly Walk-In Dinner Program.

Holiday Hero — \$5,000 and up

- Company spotlight included in one Holiday Giving Fund email as part of a month-long campaign in December 2023. Spotlight features a link to website, logo or photo, and impact of support
- Logo included in Sponsor section of all Holiday Giving Fund emails
- Recognition as a Holiday Hero on Family Promise website and January/February 2024 digital newsletter
- Dedicated social media post on Facebook, Instagram, Twitter, and LinkedIn
- Logo on Family Promise website

Star Supporter — \$2,500 - \$4,999

- Logo included all Holiday Giving Fund emails as part of a month-long campaign in December 2023
- Recognition as a Star Supporter on Family Promise website and January/February 2024 digital newsletter
- Dedicated social media post on Facebook, Instagram, Twitter, and LinkedIn
- Logo on Family Promise website

Festive Family Friend — \$1,000 - \$2,499

- Recognition as a Star Supporter on Family Promise website and January/February 2024 digital newsletter
- Dedicated social media post on Facebook, Instagram, Twitter, and LinkedIn
- Logo on Family Promise website

CONTACT INFORMATION

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