2024 EVENTS & PROGRAM SPONSORSHIP OPPORTUNITIES

Family Promise of Bergen County empowers working families with children facing homelessness to become permanently self-sufficient by providing temporary housing, homeless prevention services, and holistic, targeted support. We also address hunger through the nightly Family Promise Walk-In Dinner Program, which since 1991 has served more than 1.3 million meals to those in our community experiencing food insecurity.

There are many ways for your business to support Family Promise of Bergen County throughout the year by sponsoring an ongoing program or one of our annual events. As a valued sponsor, your company can expect:

- Established, effective programs that address family homelessness, poverty, and food insecurity in the Bergen County area
- Brand recognition via Family Promise's website, event microsites, and social media accounts
- Visibility to a diverse audience, which includes more than 10,000 local supporters via our digital mailing list, social media platforms, and attendees of our in-person events
- Opportunity to align your brand with Family Promise and impact the community in which you do business

Family Promise Hike for Hope

Sunday, May 5, 2024

Van Neste Square Memorial Park, Ridgewood, NJ

The Hike for Hope is a fun way for families, schools, civic groups, and individuals of all ages to come together in support of working families with children facing homelessness in our community. Participants embark on a three-mile walk through the heart of Ridgewood, beginning and ending at Van Neste Square Memorial Park. The afternoon will also include music, snacks, activities, crafts, prizes, and more. Great opportunity for team building!

Promise Sponsor – $5,000

- Includes free registration for up to 20 employees
- Branded pop-up tent or table 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, 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 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

The 25th Annual Family Promise Golf Outing

Monday, June 3, 2024

Edgewood Country Club, River Vale, NJ

Celebrating its 25th anniversary, the Family Promise Golf Outing is a beloved, annual event benefiting our housing, support, and meal programs. Guests will enjoy 18 holes of golf, premium refreshments served on the course, Hole in One and skills contests, silent auction, giveaways, and more. Lunch, dinner, and cocktail reception also included.

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
- 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

Camp Lots-of-Fun

Late August 2024

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 17, 2024

Edgewood Country Club, River Vale, NJ

Our largest event of the year, our Annual Gala welcomes 300+ guests for a spectacular evening in support of the families and individuals we serve. The Gala features an inspiring program, silent auction, wine pull, cocktail hour, sit-down dinner reception, and more.

Empowerment Sponsor – $15,000

- Table of 12
- Sponsorship recognition from podium during event with the opportunity to briefly speak
- Logo on cover of print and virtual journal and full-page ad inside front cover
- Press release with photo or logo announcing sponsorship
- Featured page on event website with company profile or impact of support with link to Sponsor's 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 print and 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 print and 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 from the podium during event
- Opportunity for product placement

Star Sponsor – $2,500

- 4 tickets
- Half-page ad in print and 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 print and 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 with link to Sponsor's homepage on event website
- Logo in email communications

Additional Ways to Support the Family Promise Annual Gala:

Hope Sponsor – $3,000

- Half-page ad in print and virtual journal
- Social media post featuring photo or logo announcing sponsorship
- Recognition on pre- and post- event publicity, and 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

Print & Digital Event Journal Advertising – Double the Reach

Our journal is a great way to support Family Promise while getting the word out about your business or sharing a special message about an honoree. Our event journal will be available as a full-color, printed booklet distributed to our 300+ attendees AND as a virtual "flipbook" that will be accessible on our website for one year, sent to our digital mailing list of 5,000+ supporters, and promoted to our 3,000+ combined followers on social media.

- Full-Page [7.5" x 4.5"; vertical]: $500
- Half-Page [3.75" x 4.5"; horizontal]: $250
- Quarter-Page [3.5" x 2"; horizontal]: $125
- Well Wishes [1-2 sentences or lines]: $75

Ads should be in color and in PDF or PNG format. Upon request, Family Promise will design a simple graphic with your message for use in the Journal. Email artwork to events@bergenfamilypromise.org by Monday, September 30, 2024.

Holiday Giving Fund

November/December

Help bring comfort and joy to the families we serve during the most magical time of the year with the Family Promise Holiday Giving Fund. This initiative provides gift cards so parents can purchase the perfect gift for their child, and ensures that families in the crisis of homelessness continue to have access to life-changing housing and support programs during the holidays and beyond.

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

Dollars for Dinner

Ongoing opportunity for 2024

Dollars for Dinner is an opportunity for local businesses and corporations to join us in our mission to address food insecurity in Bergen County by sponsoring an evening of the Family Promise Walk-In Dinner. Now in its 33rd year, our nightly meal distribution program serves 200+ dinners every day to residents of the Bergen County Housing, Health, and Human Services Center in Hackensack and to food insecure community members who are independently housed.

Dollars for Dinner Sponsor – $2,000 (per night)

- Underwrites 200+ nutritious meals to be distributed to guests of the Walk-In Dinner Program
- Volunteer opportunity for up to 6 employees to help serve meals from 3 – 6 PM
- Company name/logo recognition as that night's sponsor at the Walk-In Dinner Program
- Dedicated social media post featuring your team or logo highlighting your company as a Dollars for Dinner sponsor
- Opportunity to sponsor multiple dates throughout the year

Date(s) must be mutually agreed upon between sponsoring company and Family Promise.

Thank you for interest in Family Promise of Bergen County!

For questions or to learn more about any of our sponsorship opportunities please contact:

Marie Caliendo, Director of Development – mcaliendo@bergenfamilypromise.org

Amy Ebeling, Fund Development Manager – aebeling@bergenfamilypromise.org

Visit our website at www.bergenfamilypromise.org