



SPONSORSHIP OPPORTUNITIES

The Give Instead Gala is done exclusively through social media and online marketing. The great thing about this is the ability to reach thousands of people with our inspiring message of hope. As a sponsor for this event, your support will be seen by over 2,500 people on our social media platforms and 3,600 people on our email lists. Thank you for choosing to sponsor this event and most importantly for partnering with us to help thousands of families struggling in Fairfax County!

GIVE INSTEAD CHAMPION—\$5,000

- ◆ Prominently placed full-color logo on event website, social media platforms (Facebook, Twitter, Instagram), and event program (online)
- ◆ 60 second video of your CEO or company designee talking about your partnership with Britepaths. Your video will be featured on our website and social media
- ◆ Verbal recognition by staff in online social media videos (Facebook Live, pre-recorded videos)
- ◆ Featured Instagram photo of your team giving to people in need instead of doing an activity related to attending an event
- ◆ Report of social media metrics to see how many people you reached!

OPENING HOUR SPONSOR—\$2,000

Exclusive

- ◆ Prominently placed full-color logo event website, social media platforms (Facebook, Twitter, Instagram) and event program (online)
- ◆ 30 second video of your CEO or company designee talking about your partnership with Britepaths. Your video will be played during the opening hour of the event on social media.
- ◆ Verbal recognition by staff in online social media videos (Facebook Live, pre-recorded videos)
- ◆ Report of social media metrics to see how many people you reached!

GIVE INSTEAD PARTNER—\$3,000

- ◆ Prominently placed full-color logo event website, social media platforms (Facebook, Twitter, Instagram) and event program (online)
- ◆ 30 second testimonial video of an employee who volunteers with us or donates to our programs. Video featured on our website and social media.
- ◆ Verbal recognition by staff in online social media videos (Facebook Live, pre-recorded videos)
- ◆ Report of social media metrics to see how many people you reached!

CLIENT TESTIMONIAL SPONSOR—\$1,000

- ◆ Prominently placed full-color logo on event website, social media platforms (Facebook, Twitter, Instagram), and event program (online)
- ◆ Your logo included in client testimonial videos featured on our website and social media
- ◆ Verbal recognition by staff in online social media videos (Facebook Live, pre-recorded videos)

GALA ATTIRE SPONSOR—\$500

- ◆ Name recognition on event website, social media platforms (Facebook, Twitter, Instagram) and event program (online)
- ◆ Your name included on attendees pictures of outfits they didn't wear to the event
- ◆ Verbal recognition by staff in online social media videos (Facebook Live, pre-recorded videos)



Matching opportunities are also available in addition to or in lieu of a sponsorship. For additional information on event sponsorship or doing a match, please contact D'Ivonne Holman at dholman@britepaths.org or 703-273-8829.



IMPORTANT DEADLINES

September 18

Deadline to be included in all media releases

Friday September 26

Deadline for all logos and videos to be included online and social media.

PAYMENT OPTIONS

Payments can be made online at britepaths.org or by check made payable to Britepaths. Checks should include *Give Instead Gala Sponsor* in the memo line and sent to Britepaths, 4080 Chain Bridge Rd., 2nd Floor, Fairfax, VA 22030



Britepaths is a 501 c3 tax-exempt organization. Our tax ID number is 52-1596259

Company: _____

Address: _____

City, State Zip: _____

Company Contact: _____

Phone: _____

E-mail _____

Website: _____

Sponsorship Package

Give Instead Champion—\$5,000

Give Instead Partner—\$3,000

Opening Hour Sponsor—\$2,000

Client Testimonial Sponsor—\$1,000

Gala Attire Sponsor—\$500

THANK YOU!