

DELCO



Hosted by
The Foundation
for Delaware County

GIVES

SPONSORSHIP PACKET

DELAWARE COUNTY'S LARGEST DAY OF GIVING!



MAY 8-9, 2024

On May 8-9, 2024, The Foundation for Delaware County will host Delco Gives Day - a 24-hour community-wide celebration of generosity.

Beginning at 7 p.m. on May 8, 2024, visit DelcoGives.org from any computer, smartphone, device, or in-person drop-off sites. Explore and donate to any of the dozens of local nonprofit organizations serving Delaware County. Donations will be eligible for cash prizes made possible by our Delco Gives sponsors.

Delco Gives Day will also include a series of in-person celebratory events throughout the county that add to the excitement and make Delco Gives a true community-wide, community-building event. Some events will be hosted by the Foundation. At the same time, our nonprofit participants will host their own events, ranging from site tours, parties, live streams, theatre performances, charity walks, auctions, bar crawls, art exhibits, and music performances.

Delco Gives Day is more than a one-day event; it's a movement to increase awareness and support for vital programs and services by harnessing the power of collective giving.

WHY A GIVING DAY?

Delco Gives Day is not without precedent. Giving Days have proven to be highly successful in communities across the country, inspiring philanthropy, fostering collaboration, and raising awareness of local nonprofits and their work. These events have generated millions of dollars in donations, enabling nonprofits to expand their services and address pressing community needs. In neighboring counties, Giving Days raise millions of dollars each year for their communities (Extra Give in Lancaster raised \$10.2 M in 2022, Give Local York raised \$4.6 M).

STRENGTHEN NONPROFIT ECOSYSTEM

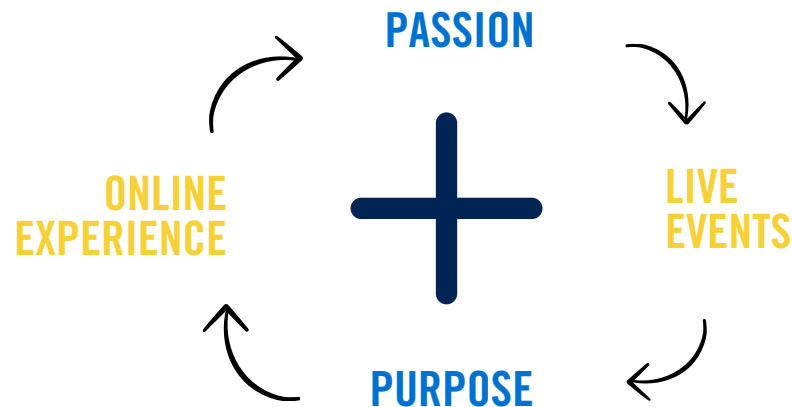
We will offer training, capacity building, and a top-notch fundraising platform to organizations throughout our region as part of Delco Gives.

INSPIRE GENEROSITY

A combination of online and live experiences will connect donors' passions with purpose. Donors can support causes like Education & Youth, Environment, Animals, Arts & Culture, Economic & Community Development, Advocacy, Civic Engagement, and more.

SCALE IMPACT

County-wide live events will help amplify the day and build community involvement to make Delco Gives Day among one of the largest 24-hour charitable giving events in the region.



SPONSOR DELCO GIVES 2024

At each level of sponsorship, you enjoy benefits that make an impact with community visibility, recognition, and engagement opportunities.

	PRESENTING SPONSOR	GAME CHANGER	PREMIER	CHAMPION	PARTNER	SUPPORTER
	\$50K	\$25K	\$15K	\$10K	\$5K	\$2.5K
Brand position on DelcoGives.org as exclusive Presenting Sponsor	X					
Brand position on Delco Gives billboards as Presenting Sponsor*	X					
Recognition in Delco Gives paid advertisements*	X					
Digital display ads for one month highlighting the sponsorship (affinity campaigns, mobile and historical, geofencing)	X	X				
Brand position on DelcoGives.org sponsor page as the exclusive sponsor of a nonprofit pillar (i.e. health, education, animals, etc.)	X	X				
Recognition as sponsor on Delco Gives live events and opportunity to address crowd at the Delco Gives Party	X	X				
Day of live stream interview	X	X				
Recognition on Delco Gives donation confirmation email sent to donors	X	X	X			

*Subject to publishing deadlines

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	\$50K	\$25K	\$15K	\$10K	\$5K	\$2.5K
Volunteer opportunities for 25+ staff	X	X	X			
Logo placement on Delco Gives newsletters and email campaigns, and mention on key Delco Gives social media campaigns*	X	X	X	X		
Logo placement on delcofoundation.org home page banner; prominent logo visibility at Delco Gives celebration: banners and/or digital	X	X	X	X		
Sponsorship recognition on training materials shared with registered nonprofit organizations*	X	X	X	X	X	
Special sponsorship announcement on the Foundation's social media channels; recognition on day-of livestream	X	X	X	X	X	
Launch company-led, employee matching campaigns	X	X	X	X	X	X
Logo visibility at Delco Gives celebration: banners and/or digital	X	X	X	X	X	X

*Subject to publishing deadlines

ADDITIONAL SPONSORSHIP OPPORTUNITY

PRIZE SPONSOR - \$1K+

Be a part of the excitement on Delco Gives Day when your gift is used as a cash bonus for participating organizations during specific hours throughout the day or at specific milestones or achievements (i.e. first gift of the night, receiving the xth donation of the day, etc.).

Prizes can be awarded for “first donation” during Delco Gives, “best social media post”, “most unique donors” at midnight, etc. Sponsors can make up their own prize!

Event Promotion, Marketing & Digital

- Social media shout-outs
- Thank You to Our Sponsors e-blast
- Promotion of the event via participating organizations
- Year-long logo placement linked to your site on DelcoGives.org
- Concentrated high-traffic, social media promotion of your organization during a specific time slot during the event

Live Event Exposure

- Recognition at our Delco Gives Party
- Recognition on day-of livestream

SOME EXAMPLES INCLUDE:

Happy Birthday Prize! \$1,000

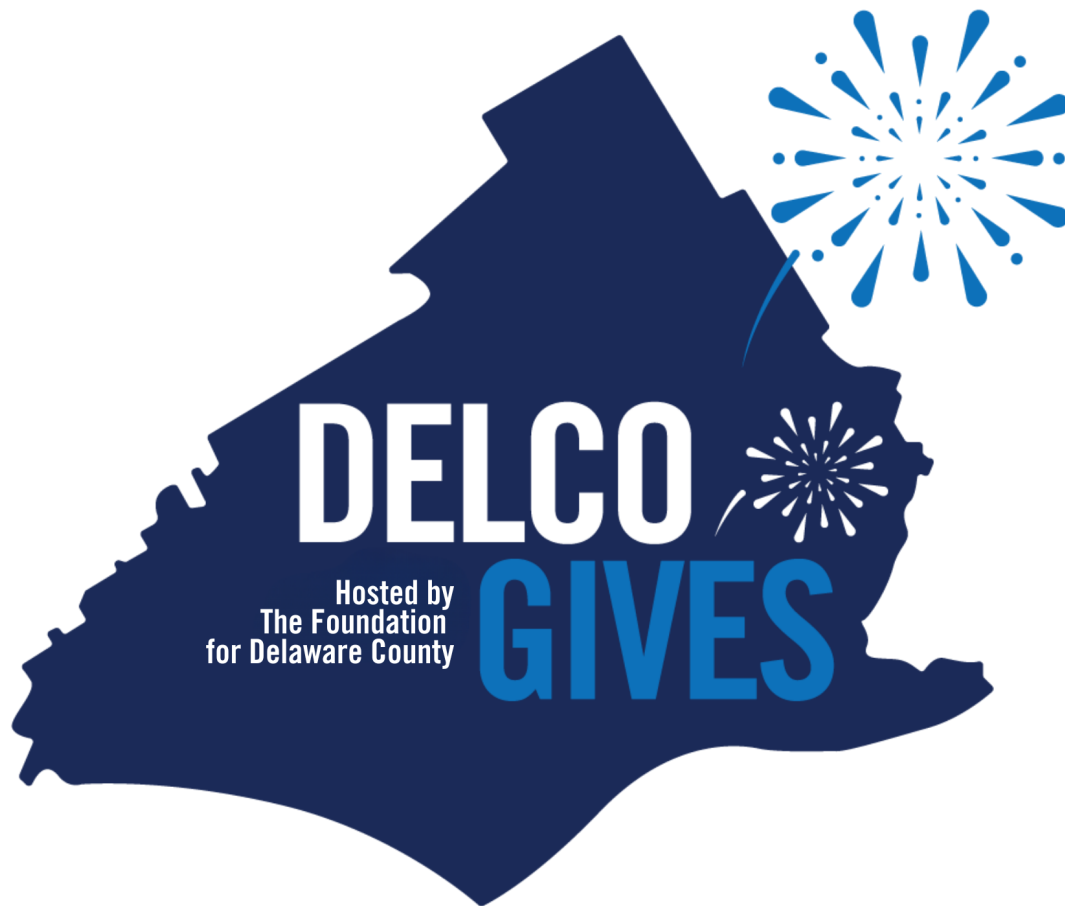
ABC Bank is celebrating its 100th anniversary this year! On May 8, the organization that receives the most donors in the 9 a.m. hour, whose work is dedicated to food insecurity and homelessness, will receive \$1,000, thanks to ABC Bank.

AM Rush Hour Prize! 5 prizes of \$500

From 7 a.m. - 8 a.m., we will randomly select 5 donations and award an extra \$500 Golden Ticket Prize to the organizations that received the donations!

Wake Up and Give Prize! \$1,000

Starting at 6 a.m., all gifts (up to \$100) made to any organization will be matched until the Bonus Pool is depleted. Get your clicking finger ready - these bonus dollars go QUICKLY!



**FOR SPONSORSHIP OPPORTUNITIES,
CONTACT:**

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610-744-1013**

OR VISIT DELCOGIVES.ORG

TO LEARN MORE ABOUT THE FOUNDATION FOR DELAWARE COUNTY VISIT DELCOFOUNDATION.ORG

