

DELCO



Hosted by
The Foundation
for Delaware County

GIVES

2025 SPONSORSHIP PACKET

DELAWARE COUNTY'S LARGEST DAY OF GIVING!



MAY 8-9, 2025

May 8-9, 2025, The Foundation for Delaware County will host the second annual Delco Gives - a community-wide celebration of generosity. Our first Delco Gives raised over \$1.7M for 281 nonprofits serving Delaware County, and we look forward to an even greater impact in 2025.

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

Delco Gives 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 is more than a single 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?

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.



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



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



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



DELCO GIVES 2024 RESULTS

\$1,715,695

Total
Raised



281

Participating
Nonprofits



9,628

Unique Donors



11,612

Number of Donations



85%

First Time Donors

2024 DELCO GIVES MARKETING HIGHLIGHTS

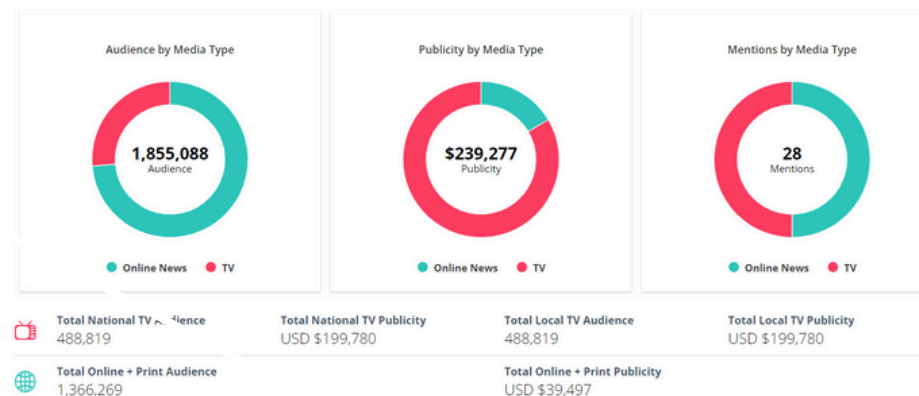
Promotional Channels

Delco Gives was promoted widely across a variety of channels. These included TV interviews, billboards, out-of-home ads, digital banners, and more. Through these channels, we achieved over one million in paid and earned impressions.



- SEPTA Platform
- Physical Billboards
- Local Magazines
 - Garnet Valley Mag
 - Springfield Mag
 - Media Mag
- WPHL partnership
- FOX 29 partnership
- iHeart partnership
 - Radio and streaming ads
 - iHeart stations
 - WXPN
 - WHYY
 - Beasley
- Newspaper Coverage
 - Philadelphia Inquirer
 - Delco Today
 - Delaware County Daily Times
 - WHYY

Earned Media



- The 10 O'Clock News**
Time May 8, 2024 10:18 PM EDT | Call Sign WTXF (Fox)
- Delco Skatepark Coalition and other nonprofits are hopeful for a big boost on Delco Gives Day.**
Date Collected May 8, 2024 8:23 PM EDT | Source CBS Philadelphia
- First Delco Gives Day Begins Wednesday, Continues Through Thursday.**
Date Collected May 8, 2024 4:20 PM EDT | Source Inside Sources
- Inaugural Delco Gives Day Now Underway.**
Date Collected May 8, 2024 9:14 AM EDT | Source Media Patch
- Delco Gives Day Starts Today, May 8, Throughout Delaware County.**
Date Collected May 8, 2024 5:23 AM EDT | Source Delco Today
- Everything you need to know about Delco Gives Day.**
Date Collected May 7, 2024 1:36 PM EDT | Source NBC Philadelphia

SPONSOR DELCO GIVES 2025

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	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

	PRESENTING SPONSOR	GAME CHANGER	PREMIER	CHAMPION	PARTNER	SUPPORTER
	\$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; 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 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
- 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

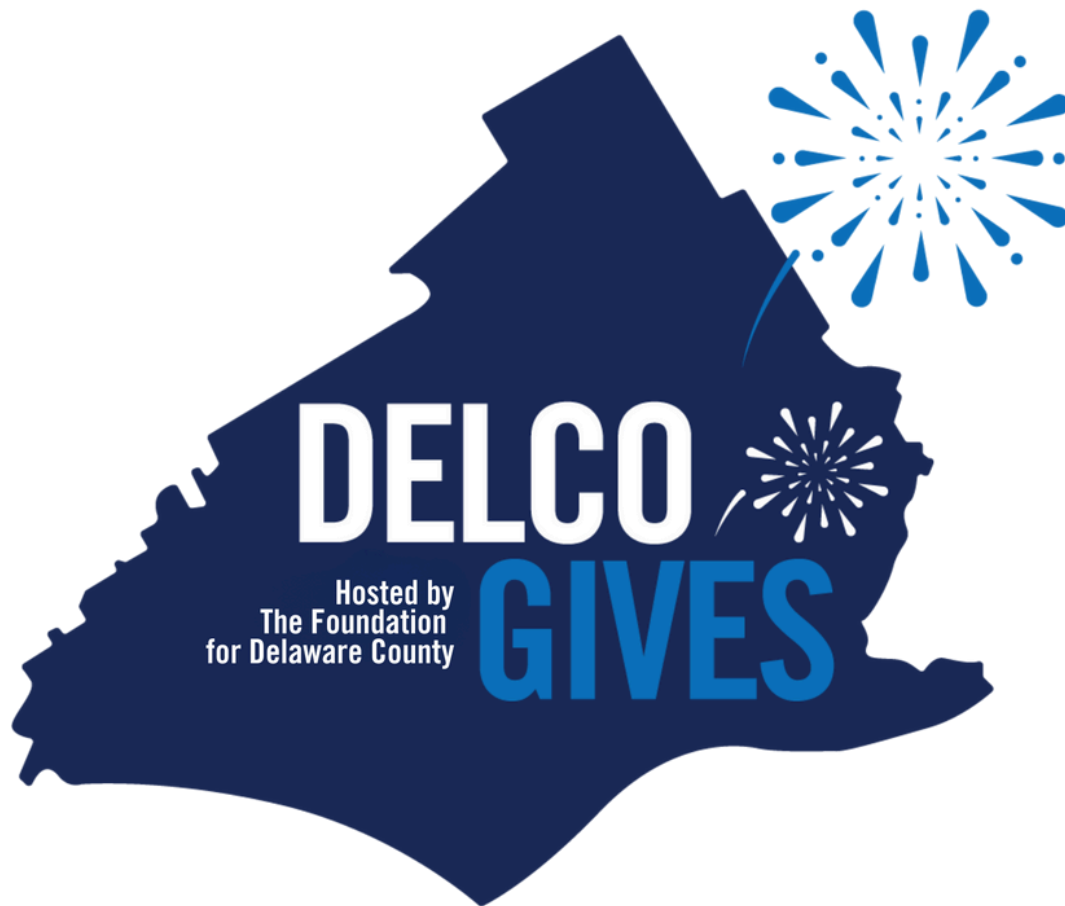
ABC Bank is celebrating its 100th anniversary this year! On May 8, the organization that receives the most donors in the 9 a.m. hour, whose work is dedicated to food insecurity and homelessness, will receive \$1,000, thanks to ABC Bank.

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:**

**LAURA SINDONI
DIRECTOR OF ADVANCEMENT
LSINDONI@DELCOFOUNDATION.ORG
610-744-1013**

OR VISIT DELCOGIVES.ORG

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

