



# Corporate Sponsorship Opportunities

2017

# Why Sponsor?

## Imagine having a profound impact on people's lives!

If you're the kind of business leader who wants to invest in families in your community and make a powerful difference in the lives of your clients and customers, then a partnership with ESW is a great fit for you.

### Mission Driven

Your sponsorship allows us to provide critical disability services and support to help children and adults overcome challenges they face each day. You become a part of the Easterseals Washington mission to bring equality and independence to children and adults with disabilities across our state. Your sponsorship helps bring a child the joy of summer camp. It empowers an adult to maintain employment. It provides parents in need the tools to successfully manage a family. It gives children with and without disabilities access to high-quality education. It puts cutting-edge technology in the hands of someone who can communicate for the very first time. That's why Easterseals Washington exists – to help children and adults with disabilities gain independence and realize their dreams. Through your support, opportunities are created that forever change people's lives.

### Mutual Benefits

In addition to helping our programs thrive, becoming an Easterseals Washington sponsor offers cause marketing benefits to your company, giving you an opportunity to leverage the value of the Easterseals brand. Use your sponsorship as a marketing strategy—an opportunity to support the company's brand promise, increase marketing reach and visibility, strengthen ties to local communities, build a positive image and make a real difference.

### Success Together

Our sponsors' generosity and passion to serve differentiates them from the competition. Your effort helps our most vulnerable children get the services they need to learn, play and grow. Your contributions allow a new generation of independent young adults to have families, become successful contributors to our workforce and economy, and realize their dreams.



“To the angels at the Easterseals Autism Center, you are on the front lines of the battle for our children against Autism. Your expertise is second only to your patience. Because of you, the world now has the privilege of meeting my amazing daughter.”

*-Olympic Peninsula Autism Center Parent*



“I love this program. Easterseals Washington’s Child Development Centers focused on my daughters’ individual strengths and personal growth so both girls not only started Kindergarten on-time, but they were already reading well above their grade level!”

*-Angle Lake Child Development Center Parent*

“My son had an awesome experience at camp. He is not typically a social person due to his developmental disabilities, so I was overjoyed to hear that he was the camp socialite. I could never fully express how grateful I am for what you do.”

*-Camp Stand By Me Parent*



“Since you helped our daughter secure employment, she relishes in the opportunity to go to work every day. She feels satisfaction from contributing in her job in a meaningful way.”

*-Workforce Development Client Family*



# 4100

people served  
by ESW in 2015



program sites and  
offices across WA



# 1 in 68

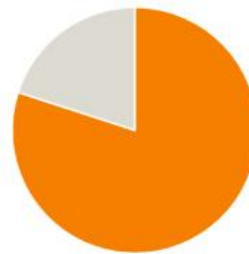
children on the  
autism spectrum

# 57 million

Americans have a disability

# 5 million

children are at risk for  
developmental delay



# 82%

of individuals  
with disabilities  
are not employed

## By the Numbers

In 2015, Easterseals Washington operated with a budget of over \$6 million, serving 4,100 children and adults with disabilities and their families through eight offices and service sites. However, there is still a growing need for disability services in our state. At Easterseals Washington we are continuously working to reach more people and offer a greater variety of programs. We're making great strides, but we can't do it without help from our community!

*Our work aims to strengthen the whole person.  
We are champions for all abilities.*

Whether helping someone simply live with more independence, learn to communicate with their loved ones, gain paid employment, or make new friends at camp, Easterseals Washington and our partners have an opportunity to make a major impact on thousands of lives across Washington. Join us in growing that number today!



# How Your Dollars Can Help

Your sponsorship dollars fund a diverse range of services and make an impact on countless lives.

Here are a few examples of what can be achieved with your help.

## Independence

As our most committed partners, Independence Sponsors pave the way for program expansion to serve a greater number of families.

## Empowerment

Help families in need afford inclusive, high-quality childcare, recreation, and respite.

## Opportunity

Provide increased social opportunities and supported employment for adults with disabilities.

## Dignity & Ability

Provide one-on-one Applied Behavior Analysis for a child with Autism.

## Inclusion, Impact & Equality

Send a child with a chronic illness to Camp Stand By Me for an entire week.

# Corporate Sponsorship Packages

*As an investor in the success of children and adults with disabilities, we give all of our sponsors the opportunity to get directly involved in the work we do. Volunteer opportunities for your employees and teams are available throughout the year at ESW program sites for sponsors at all levels.*

## Independence Sponsor: \$100,000

### Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including a homepage rotator for 6 months, highlight ads for 3 months, placement on corporate partners page, and partnership article for 12 months
- Opportunity to provide company information or merchandise to all program sites
- Mentions on Easterseals Washington social media
- Inclusion in one monthly e-newsletter to over 9,600 subscribers
- Dedicated Partnership e-mail sent to over 9,600 subscribers
- Recognition in our annual report (print and digital) including sponsor logo and full-page company feature
- Ad placement on website for 3 months
- Sponsorships announcement sent to all staff and Board of Directors
- Press Release highlighting partnership distributed to local media outlets, Easterseals Washington website, and sponsor website
- Speaking opportunity at an Easterseals Washington Board of Directors meeting

### Event/Participation Benefits

- Presenting Sponsor at annual Easterseals Washington Volunteer Thank You Event
- Logo on event materials at ALL Easterseals Washington events for 12 months
- Check Presentation Event
- Speaking opportunities at events
- Annual Golf Tournament Hole Sponsorship (see event sponsorship page)
- Two (2) extra tickets to Golf Tournament awards dinner
- Two (2) Foursomes at Annual Golf Tournament

# Empowerment Sponsor: \$50,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including a homepage rotator for 3 months, placement on corporate partners page for 12 months, and highlight article for 12 months
- Mentions on Easterseals Washington social media
- Inclusion in one monthly e-newsletter to over 9,600 subscribers
- Dedicated Partnership e-mail sent to over 9,600 subscribers
- Recognition in our annual report (print and digital) including sponsor logo and half-page company feature
- Ad placement on website for 1 month
- Sponsorships announcement sent to all staff and Board of Directors
- Press Release highlighting partnership distributed to local media outlets, Easterseals Washington website, and sponsor website
- Speaking opportunity at an Easterseals Washington Board of Directors meeting

## Event/Participation Benefits

- Check Presentation Event
- Annual Golf Tournament Hole Sponsorship (see event sponsorship page)
- Two (2) extra tickets to Golf Tournament awards dinner
- One (1) Foursome at Annual Golf Tournament

# Opportunity Sponsor: \$25,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including a homepage rotator for 1 month, placement on corporate partners page for 12 months, and highlight article for 6 months
- Mentions on Easterseals Washington social media
- Inclusion in one monthly e-newsletter to over 9,600 subscribers
- Dedicated Partnership e-mail sent to over 9,600 subscribers
- Recognition in our annual report (print and digital) including sponsor logo and quarter-page company feature
- Sponsorships announcement sent to all staff and Board of Directors
- Press Release highlighting partnership distributed to local media outlets, Easterseals Washington website, and sponsor website
- Speaking opportunity at an Easterseals Washington Board of Directors meeting

## Event/Participation Benefits

- Check Presentation Event
- One (1) Foursome at Annual Golf Tournament



# Dignity Sponsor: \$15,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including placement on corporate partners page for 12 months and highlight article for 3 months
- Mentions on Easterseals Washington social media
- Inclusion in one monthly e-newsletter to over 9,600 subscribers
- Dedicated Partnership e-mail sent to over 9,600 subscribers
- Recognition in our annual report (print and digital) including sponsor logo
- Sponsorships announcement sent to all staff and Board of Directors

## Event/Participation Benefits

- Check Presentation Event
  - Two (2) player spots at Annual Golf Tournament
- 

# Ability Sponsor: \$10,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including placement on corporate partners page for 12 months and highlight article for 1 month
- Mentions on Easterseals Washington social media
- Inclusion in one monthly e-newsletter to over 9,600 subscribers
- Recognition in our annual report (print and digital) including sponsor logo
- Sponsorships announcement sent to all staff and Board of Directors

## Event/Participation Benefits

- Check Presentation Event

# Inclusion Sponsor: \$5,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including placement on corporate partners page for 12 months
  - Mentions on Easterseals Washington social media
  - Inclusion in one monthly e-newsletter to over 9,600 subscribers
  - Recognition in our annual report (print and digital) including sponsor logo
  - Sponsorships announcement sent to all staff and Board of Directors
- 

# Impact Sponsor: \$2,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including placement on corporate partners page for 12 months
  - Mentions on Easterseals Washington social media
  - Recognition in our annual report (print and digital) including sponsor logo
  - Sponsorships announcement sent to all staff and Board of Directors
- 

# Equality Sponsor: \$1,000

## Marketing Benefits

- Recognition as a Major Corporate Partner on the Easterseals Washington website, including placement on corporate partners page for 12 months
- Mentions on Easterseals Washington social media
- Recognition in our annual report (print and digital) including sponsor logo

# Event Sponsorship Packages

## Annual Golf Tournament

*As an investor in the success of children and adults with disabilities, we give all of our sponsors the opportunity to get directly involved in the work we do. Volunteer opportunities for your employees and teams are available throughout the year at ESW program sites for sponsors at all levels.*

### Title Sponsor \$20,000

- Complimentary hole sponsorship to include: Exclusive logo recognition on hole signage, opportunity to setup sponsor table with banner at hole
- 8 Player Registrations (2 foursomes)
- Company logo recognition on all pre & post event marketing materials
- Company logo recognition on tournament event page on ESW website
- Company logo recognition in tournament program
- Full-page ad in tournament program
- Special recognition at awards dinner/auction
- Reserved VIP table at tournament awards dinner (8 tickets)
- Opportunity to share one minute promotion at dinner
- Company logo linked on sponsor page of ESW website for one year
- Company write-up on ESW homepage for up to one month (pre event)
- Company write-up in e-Newsletter distributed to over 9,600 subscribers
- Recognition in all event press pre and post event
- Company banner displayed at tournament
- Verbal recognition during tournament and reception
- Opportunity to put promotional material in gift bag

## Eagle Sponsor \$10,000

- Complimentary hole sponsorship to include: Exclusive logo recognition on hole signage, opportunity to setup sponsor table with banner at hole
  - 4 Player Registrations (1 foursome)
  - Company logo recognition on all pre & post event marketing materials
  - Company logo recognition on tournament event page on ESW website
  - Company logo recognition in tournament program
  - Half page ad in tournament program
  - Special recognition at awards dinner/auction
  - 4 tickets to awards dinner/auction
  - Recognition in all event press pre and post event
  - Company banner displayed at tournament
  - Verbal recognition during tournament and reception
  - Opportunity to put promotional material in gift bag
- 

## Golf Cart Sponsor \$5,000

- 4 Player Registrations (1 foursome)
  - Company logo on signage in each golf cart
  - Company logo recognition on all pre & post event marketing materials
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - 2 tickets to awards dinner
  - Recognition in all event press pre and post event
  - Verbal recognition during tournament and reception
  - Opportunity to put promotional material in gift bag
- 

## Awards Dinner Sponsor \$3,500

- 2 Player Registrations
- Company logo on all table signs at awards dinner and opportunity for one onsite banner
- Company logo recognition on all pre & post event marketing materials
- Company logo recognition on tournament event page on ESW website
- Company logo in tournament program
- Half page ad in tournament program
- 4 tickets to awards dinner
- Recognition in all event press pre and post event
- Special recognition during tournament and reception
- Opportunity to put promotional material in gift bag

## Golf Towel Sponsor \$2,500

- 2 Player Registrations
  - Company logo printed on tournament golf towel distributed to all golfers
  - Company logo recognition on all pre & post event marketing materials
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - Quarter page ad in tournament program
  - 2 tickets to awards dinner
  - Recognition in all event press pre and post event
  - Verbal recognition during tournament and reception
  - Opportunity to put promotional material in gift bag
- 

## Birdie Sponsor \$2,000

- 2 Player Registrations
  - Company logo recognition on all pre & post event marketing materials
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - Quarter page ad in tournament program
  - 2 tickets to awards dinner
  - Recognition in all event press pre and post event
  - Verbal recognition during tournament and reception
  - Opportunity to put promotional material in gift bag
- 

## Trophy Sponsor \$1,500

- 1 Player Registration
  - Company logo on Trophy Table Signage
  - Opportunity to place a banner at Trophy Table
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - 2 tickets to awards dinner
  - Recognition in all event press pre and post event
  - Verbal recognition during tournament and reception
  - Opportunity to put promotional material in gift bag
- 

## Par Sponsor \$1,000

- Complimentary hole sponsorship to include: Exclusive logo recognition on hole signage, opportunity to set up sponsor table at hole, opportunity for banner to be displayed at hole
- Opportunity to setup sponsor table with banner at registration area
- Company logo recognition on tournament event page on ESW website
- Company mention in tournament program
- 2 tickets to awards dinner
- Verbal recognition during tournament & reception
- Opportunity to put promotional material in gift bag

## Lunch Sponsor \$1,000

- Exclusive logo recognition on hot dog/lunch tickets
  - Opportunity to put promotional material in gift bag
  - Opportunity to place company banner in grill area
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - 2 tickets to awards dinner
  - Verbal recognition during tournament and reception
- 

## Hole-in-one Sponsor \$500

- Exclusive logo recognition on signage at ALL hole-in-one prize holes
  - Opportunity to put promotional material in gift bag
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - 2 tickets to awards dinner
  - Verbal recognition during tournament and reception
- 

## Hole Sponsor \$400

- Exclusive logo recognition on hole signage
  - Opportunity to set up sponsor table at hole
  - Opportunity for company banner to be displayed at hole
  - Company logo recognition on tournament event page on ESW website
  - Company mention in tournament program
  - 2 tickets to awards dinner
  - Verbal recognition during tournament and reception
  - Opportunity to put promotional material in gift bag
- 

## Putting Green/Driving Range Sponsor \$300

- \$300 to sponsor *either* putting green or driving range, \$500 to sponsor both
- Opportunity to put promotional material in gift bag
- Exclusive logo recognition on putting green/driving range
- Company logo recognition on tournament event page on ESW website
- Company mention in tournament program
- 2 tickets to awards dinner
- Choice of activity at the putting green/driving range (run by sponsor)
- Verbal recognition during tournament and reception



# Connect with us!

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