



Dear Northern Colorado Business Leader,

Partners would like to invite you to *Spark Hope, Spark Confidence, and Spark Generosity* with local youth this holiday season by becoming a sponsor of **The Spark Campaign**.

The Spark Campaign (*previously Christmas for Kids*) is our biggest fundraiser of the year and will run online throughout the month of December. This year we aim to raise \$100,000 by December 31st. We created a big goal so that we can continue to make a big impact on our local community.

Our kids need connection and support more than ever. 2020 has brought challenges that threaten their mental health and wellness. As an organization, we have worked to find the best ways to support local youth and families.

We've helped families get the resources they need--food, supplies, and activity kits. We continued providing top-quality--and safety-modified--community-based and school-based mentoring services to ensure our kids have help navigating the stress they are experiencing. Plus, we expanded our prevention education programming and leadership in strategic community partnerships.

Your support is critical to helping us continue supporting youth. Become a sponsor to provide our organization with essential financial support while gaining exposure as a participating business through our campaign marketing efforts.

Please consider if one of the sponsor levels included in this packet could be a good fit for your business. I have also included an informational flier about The Spark Campaign, along with the youth activity. Additional information can be found on our campaign website: www.poweredbypartners.org.

Thank you for your support and investment in the youth of northern Colorado!

Sincerely,

Heather Vesgaard
Executive Director



www.PoweredByPartners.org

FORT COLLINS/LOVELAND
530 S College Ave., Unit #1
Fort Collins, CO 80524
(970) 484-7123

GREELEY
710 11th Ave., Suite 106
Greeley, CO 80631
(970) 378-6501

ESTES PARK
P.O. Box 484
Estes Park, CO 80517
(970) 378-6501



Platinum Level Sponsor.....\$5,000

- Your company's logo prominently displayed on all advertising materials
- Logo displayed at year-end program activity (COVID appropriate)
- Your sponsorship featured on our blog
- Social media highlights throughout campaign
- Opportunity to have promotional materials distributed at upcoming program activities
- Your company's logo hyperlinked on the event website and digital marketing materials
- Your company's name and logo in post-event newsletter sent to over 9,300 recipients
- Promotion through local media outlets

Gold Level Sponsor.....\$2,500

- Your company's logo displayed on most advertising materials
- Your sponsorship featured on our blog
- A social media highlight during campaign
- Opportunity to have promotional materials distributed at upcoming program activities
- Your company's logo hyperlinked on the event website
- Your company's name in post-event newsletter sent to over 9,300 recipients

Silver Level Sponsor.....\$1,500

- Your company's logo listed on some advertising materials
- Your sponsorship featured on our blog
- Opportunity to have promotional materials distributed at upcoming program activities
- Your company's name on the event website and social media posts

Bronze Level Sponsor.....\$750

- Your company's name listed on some digital advertising materials
- Opportunity to have promotional materials distributed at upcoming program activities
- Your company's name on the event website

Interested in Sponsorship? Have Questions?

Please contact Vanessa Lewis ✨ vlewis@poweredbypartners.org

We accept checks, online payments, or requests for invoices

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THE Spark CAMPAIGN

- ✦ *Spark Hope*
- ✦ *Spark Confidence*
- ✦ *Spark Generosity*
- ✦ *Spark Joy*

The Spark Campaign (*previously Christmas for Kids*) has supported hundreds of youth in the Partners program and raised over \$1 million from over 2,500 donors.

Along with our expanded programming, new organization name, and refreshed branding, we renamed our year-end campaign to capture its fun and dynamic energy and to be inclusive to all.

Our organization relies on community support to fund our youth programs and The Spark Campaign is our biggest fundraiser of the year. All of the funds we raise--from corporate sponsors and individual donors--benefit our youth programs.

Along with our public fundraising campaign, we host a life-skill building activity with our program youth every year, where they have the opportunity to experience the joy of giving during the holiday season. Youth work with their Mentors and Activity Volunteers to budget and shop for gifts for their loved ones. Once they've purchased their gifts, the whole group celebrates with a breakfast and gift-wrapping after-party. This year's activity will be modified to ensure safety for participants.

Supporting this The Spark Campaign means supporting local kids and families at a time when they need it most.



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