



Hope Is Calling

PARENT
SUPPORT
DOMESTIC
VIOLENCE
SEXUAL
ASSAULT

980.771.HOPE
4673

Greater Charlotte Hope Line

24/7 COMPASSION • CARE • RESOURCES

Presented by



Sponsorship Opportunities

Held annually during Domestic Violence Awareness Month in October, the Safe Alliance Breakfast of Hope has been a community awareness tool educating attendees about the devastating impact of domestic violence and sexual assault on our region and how they can support survivors and make our community safer.

While no one can predict what our world will look like in October 2020, we do know that survivors will continue to need our life-saving and life-changing services. **Safe Alliance is experiencing a 45% increase in calls to our 24/7 Greater Charlotte Hope Line and we continue supporting survivors through our shelter, advocacy, counseling, legal services and more.**

In an effort to ensure strong continuation of our education and fundraising efforts in 2020, the Breakfast of Hope will transform! This new concept will provide safe, socially distanced opportunities for those who would typically attend our breakfast as well as the larger Charlotte community to remain actively engaged with Safe Alliance!

Our focus will shift to a community awareness campaign, “Hope Is Calling,” providing a greatly expanded media presence, sharing our message with a broader audience and promoting the Greater Charlotte Hope Line. Sponsors will have the opportunity to receive brand recognition through multiple media channels – television, print and social.

In addition to the community awareness campaign, volunteers who previously hosted tables at the breakfast will now have the opportunity to serve as Champions of Hope. Safe Alliance will work with each Champion to host peer-to-peer campaigns and/or small gatherings. A virtual event will also take place on October 29, 2020, giving the greater Charlotte community an opportunity to learn about the impact of domestic and sexual violence and Safe Alliance’s mission to support our neighbors in need.

We look forward to partnering with our Champions and Sponsors. During the age of COVID-19, domestic violence and sexual assault do not stop but fortunately neither does Safe Alliance. We are excited to be gathering in new and creative ways to collectively fulfill our mission to provide hope and healing to those impacted by domestic violence and sexual assault!



Sponsorship Benefits

Titanium Sponsor - \$10,000

- Logo recognition in conjunction with the Presenting Sponsor on 30 commercial spots (10 seconds) during WBTV early morning, daytime and evening news segments (1.9 million impressions)
- One organization representative to have the opportunity to participate in an on-camera or zoom interview with a Charlotte market TV station
- All Platinum level benefits

Platinum Sponsor - \$7,500

- Logo recognition in conjunction with the Presenting Sponsor on 50 commercial spots (30 seconds) on WBTV affiliate network's afternoon, late night and weekend television (150,000 impressions)
- Opportunity to submit an article or message in the Safe Alliance newsletter pending approval, 150 words
- All Gold level benefits

Virtual Event Sponsor (Exclusive Opportunity) - \$6,000*

- Opportunity to submit a commercial to be shown in conjunction with the Presenting Sponsor during the virtual event pending approval
- Exclusive logo recognition on the Give Lively fundraising platform for the Hope Is Calling campaign
- All Gold level benefits

Yard Sign Sponsor (Exclusive Opportunity) - \$6,000*

- Exclusive logo recognition on 500 Domestic Violence Awareness Month yard signs placed throughout Charlotte-Mecklenburg area
- All Gold level benefits

Gold Sponsor - \$5,000

- Logo recognition on a digital ad campaign on one Charlotte market TV station website and/or app (250,000 impressions)
- Logo recognition in one Domestic Violence Awareness Month Charlotte Business Journal ad
- Name recognition on 500 Domestic Violence Awareness Month Yard Signs
- Click-through logo on Safe Alliance website
- All Silver level benefits

Silver Sponsor - \$2,500

- Name recognition in one Domestic Violence Awareness Month Charlotte Business Journal ad
- Logo recognition at the Virtual Event and in event marketing materials
- 45-minute digital educational opportunity or Continuing Legal Education for employees
- All Bronze level benefits

Bronze Sponsor - \$1,000

- Name listed on Safe Alliance website
- Exposure on Safe Alliance social media outlets (Facebook, Twitter, Instagram, LinkedIn)
- Recognition as "Hope Is Calling" sponsor during the October 29 virtual event
- Name listed in Safe Alliance annual report
- 10 digital guests for the virtual event

Benefits are guaranteed if sponsorship is confirmed before August 15, 2020.

*Only one slot available for Exclusive Opportunities.



2020 Sponsor Confirmation “Hope Is Calling”

Contact Information

Name of Firm, Family, or Individual: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact: _____
Phone: _____ Email: _____

Sponsorship Selection

- Titanium: \$10,000
- Platinum: \$7,500
- ~~Virtual Event: \$6,000~~
- Yard Signs: \$6,000
- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,000

Recognition

Please write the sponsor name as it is to be listed in marketing materials:

Please email a high-resolution .jpg of your current logo to Tenille.Banner@SafeAlliance.org.

Payment

- Please email me an invoice.
- Check enclosed payable to Safe Alliance (with BOH FY21 in memo line).
- Payment will be made online (www.safealliance.org/Hope).
- Please charge my Visa, Mastercard, or American Express card.

Card Number _____ CSC # _____

Expiration Date _____

Signature _____ Date _____

*Thank you for supporting survivors of domestic and sexual violence in Mecklenburg County.
For additional information contact Tenille Banner, Director of Corporate and Community Engagement,
at 704-367-2706 or Tenille.Banner@SafeAlliance.org.*