

BREAKFAST OF HOPE



OCTOBER 28, 2021 | 9:00 A.M. | VIRTUAL EVENT

Safe Alliance's Breakfast of Hope, held annually during Domestic Violence Awareness Month in October, continues to be a staple in the community, providing awareness and education to attendees about the horrifying impact of domestic violence and sexual assault on our region and how they can support survivors and make our community safer.

Since the pandemic began, Safe Alliance has adopted the motto of "Stay Safe and Stay Open." In the spirit of staying safe, the agency will host another virtual Breakfast of Hope in 2021 and looks forward to returning to an in-person event next year. Regardless of how we gather, one thing remains the same – survivors will continue to need our life-saving and life-changing services.

The virtual Breakfast of Hope will take place on Thursday, October 28, 2021, giving the greater Charlotte community an opportunity to learn about the toll of domestic and sexual violence and Safe Alliance's mission to support our neighbors in need. We look forward to partnering with our Sponsors and Champions to collectively fulfill our mission to provide hope and healing to those impacted by domestic violence and sexual assault!



Breakfast of Hope Sponsorship 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 28 virtual event
- Name listed in Safe Alliance annual report
- 10 guests reservations for the virtual event

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

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
- Click-through logo on Safe Alliance website
- All Silver 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

Platinum Sponsor - \$7,500

- Logo recognition in conjunction with the Presenting and Titanium Sponsors 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

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 provide remarks during the virtual event (live or pre-recorded, up to 3 minutes)
- All Platinum level benefits

Benefits are guaranteed if sponsorship is confirmed before July 30, 2021.

*Only one slot available for Exclusive Opportunities.



Breakfast of Hope 2021 Sponsor Confirmation

Contact Information

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

Sponsorship Selection

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

Recognition

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

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

Payment

- Please email me an invoice.
- Check enclosed payable to Safe Alliance (with BOH FY22 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.*