

SATURDAY, SEPTEMBER 28

ANOKA CITY HALL PLAZA | 9 AM - 1 PM

HOPEFEST

9.28.2024

SPONSORSHIP PACKAGE

Family-Friendly Event

- Vendor/Exhibitor Fair
- The Bones Brothers BBQ
- Games & Prizes
- Bounce Houses
- KS95 Music
- Balloon Twisters
- Face Painters
- Dog Friendly
- Kidz Dash
- 1+ Mile Walk



Alexandra House

alexandrahouse.org



HOPEFEST is one of Alexandra House’s signature fundraising events. The core principles of **HOPEFEST** are to raise awareness about domestic and sexual violence, remember those we have lost, and honor the many survivors. The event features include a brief program, a 1+ mile walk, kidz dash, family-friendly activities, food, music, and a vendor and exhibitor fair. In the months leading up to the **HOPEFEST**, teams and individuals raise funds to help Alexandra House achieve its mission *to empower victims of domestic and sexual violence and inspire social change through education, support, and advocacy.*

WHY SPONSOR?

- From our inspiring program, sense of community, and purpose to our fun games and wide variety of vendors/exhibitors, attendees will feel inspired to be a part of the solution in ending domestic and sexual violence in our communities.
- Be recognized for your support in various ways before, during, and after the event through Alexandra House’s website and social media channels, promotional materials, vendor/exhibitor fair, and during the program. Tap your employees’ passion by offering them the opportunity to support a cause that inspires them while connecting with local businesses and resources—and enjoying a fantastic outdoor event!
- Improve your brand perception while aligning with our well-respected and inspiring brand.
- Support local individuals and families as they pursue lives free from violence.

DIGITAL REACH

Alexandra House enjoys:

- Over 5,000 followers on Facebook
- and nearly 1,100 on Instagram
- over 6,500 active subscribers, including corporate and individual donors, volunteers, and supporters on our general mailing list

ATTENDEES

HopeFest attendees come from all walks of life including business leaders in insurance, auto, healthcare, wealth management, energy, real estate, banking, family philanthropy, and other industries. Our guests also include community leaders and members of our city, county, and state government.

Platinum
Transparency
2023

Candid.

I was very scared of my daughter listening to his bad comments towards me. I don't want my daughter and my son, who is older, to witness that abuse.

- Maria

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- Co-branding as '*Title Sponsor*' on all event collateral materials, press releases, and media materials
- Invitation to speak to the audience (2-3 minutes) and lead the Walk Kick-off
- Recognition as Title Sponsor at the event
- Company name/logo (with link to website) listed on Alexandra House website
- Social media shoutout, twice (2)
- Name or logo on three (3) event emails
- Premier logo placement as Title Sponsor on t-shirts and event signage
- Tented booth (6' table) with the option to hand out materials, branded items to attendees
- Complimentary admission for 30 individuals, which includes a wristband for games and activities, meal ticket, and t-shirt



- Verbal recognition from the podium at the event
- Company name with logo prominently displayed in collateral and media materials
- Company name/logo (with link to your website) listed on Alexandra House website
- Prominent logo placement on t-shirts and event signage
- Social media shoutout, one (1) time
- Name or logo on two (2) event emails
- Tented booth (6' table) with option to hand out materials, branded items to attendees
- Complimentary admission for 20 individuals, which includes a wristband for games and activities, meal ticket, and t-shirt



- Recognition from podium
- Name recognition in printed materials
- Logo on t-shirt and event signage
- Promotional space (6' table) within the vendor/exhibitor space
- Mention via social media
- Complimentary admission for 15 individuals, which includes a wristband for games and activities, meal ticket, and t-shirt



- Recognition from podium
- Name recognition in printed materials
- Logo placement on t-shirt and signage at event
- Promotional space (1/2 table) within the vendor/exhibitor space
- One (1) mention via social media
- Complimentary admission for 10 individuals, which includes a wristband for games and activities, meal ticket, and t-shirt



- Name recognition in printed materials
- Logo placement on t-shirt and signage at event
- Promotional space (1/2 table) within the vendor/exhibitor space
- One (1) mention via social media
- Complimentary admission for 5 individuals, which includes a wristband for games and activities, meal ticket, and t-shirt

- Name recognition in printed materials
- Complimentary admission for 2 individuals, which includes a wristband for games and activities, meal ticket, and t-shirt

LOGO TECHNICAL SPECIFICATIONS

Quality	High-Resolution (300 DPI) logo files (NOTE: Web Images are only 72 dpi and are NOT suitable)
Acceptable File Types	Adobe Photoshop: .EPS, PNG & .JPG (All White, Black & White & Color, 300 dpi) Adobe Illustrator: .EPS (B&W & Color, Fonts need to be outlined, Vector Image) (NOTE: Microsoft Word or Excel documents are NOT suitable.)
Color	All White, Black & White & Color, 300 DPI (If we do not receive a B&W file, we may transform color images to "Grayscale".)
File Size	If image file size exceeds 2 MB, compress the file in order to email (WinZip or Stuff-it). You can also send through WeTransfer.com to Tina Bronson, Director of Mission Advancement at tbronson@alexandrahouse.org .

Notes:

- Electronic artwork only. DO NOT send printed artwork, such as letterhead, envelopes, etc.
- If a low-resolution image is provided, it will appear blurry or jagged and will not print clearly.
- If a color image is provided, during the conversion process, colors may be printed as level.

Facebook and Instagram posts/tags require sponsor commitment no later than Friday, August 9, 2024.



2024 HOPEFEST COMMITMENT FORM

Please complete and return commitment form by Friday, August 2, 2024.

YES! We will sponsor the 2024 **HOPEFEST**.

Title Sponsor - \$10,000

Silver - \$1,000

Platinum - \$5,000

Bronze - \$500

Gold - \$ 2,500

Friends - \$250



To ensure you receive the highest possible benefits from your sponsorship, we ask that you return this form and submit logos by **Friday, August 2, 2024**. If no logo is received, the sponsor's name will be line listed.

Contact Person: _____ Title: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

TO PAY ONLINE VISIT: [HTTPS://TINYURL.COM/DONATEToALEXHOUSE](https://tinyurl.com/DonateToAlexHouse)

Payment Options: Credit Card Please Invoice Check, made payable to Alexandra House

Name on card: _____

MasterCard

Visa

American Express

Discover

Card Number: _____

Exp. Date: _____ CVV / Security Code: _____

Signature: _____

We are unable to sponsor the **HOPEFEST** this year, but would like to make a donation of \$_____.

Alexandra House, Inc.

Tax ID #: 41-1309977

Mail

Alexandra House
Attn: HopeFest
10065 - 3rd Street NE
Blaine, MN 55434

Email/Phone

Amanda Fulk
Community Engagement Coordinator
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763-762-5318

