

## 2018 Power of Home Breakfast

# SPONSORSHIP OPPORTUNITIES

*the* POWER  *of* HOME  
FUNDRAISING BREAKFAST ♥ 2018

MHNW Annual Fundraising Breakfast

Fri. Oct. 19, 2018 | 8:00 – 9:00 am

*Sheraton Seattle Hotel*

Currently, Seattle has the highest number of construction cranes dotting the skyline among the major U.S. cities as part of a boom in new housing. However, Seattle is last among major U.S. cities in building family-sized units. Mercy Housing Northwest (MHNW) is trying to change that picture.

After **25 years** of work in the Northwest region, MHNW has become the largest provider of **affordable family housing** in Seattle. With 49 properties serving more than 5,000 people in Washington State, MHNW remains committed to creating a safe place for residents to call home, along with services that help our residents and families thrive.

In 2017, MHNW completed two developments and began construction on another. This year, we start construction on a new family housing project in Southeast Seattle. Over the next 2 years, we will have added 243 new and affordable homes in Seattle.

Our work is improving lives and transforming neighborhoods -- will YOU join us in this important work? Your role as a key partner on our projects has been so critical in helping us carry out our mission of creating **stable, vibrant and healthy** communities.

We invite **your company** to be a **sponsor** of the 2018 *Power of Home* Breakfast. As an event sponsor, your company will have the opportunity to engage more than 500 live guests at the breakfast - to include industry and business leaders, elected officials and community supporters. We count on the support of sponsors like you to help us continue our work. **We ask you to return the enclosed sponsor commitment form by July 1**, so that we can ensure proper acknowledgement on our event website and collateral.

## BY THE NUMBERS:

- Each year, your sponsorship contributions help underwrite this powerful event, so that all proceeds directly benefit MHNW resident services programming throughout Washington State.
- Last year, your support allowed us to serve 3,350 residents with 106,375 services, including after-school programming for kids, ESL classes for parents, health & wellness programs for seniors, and onsite activities/resources to help families thrive.



- Your company will benefit from an increased online presence through a dedicated event website, with nearly 2,000 page visits.
- Your company will benefit from increased visibility amongst nearly 600 event attendees, with prominent on-screen projection and display in our printed program.



## LEVELS & BENEFITS

*Sponsors at all levels will be recognized on our website*

### **Presenting Sponsor | \$20,000**

- Exclusive company logo prominently featured on landing page of event website.
- Company executive speaking opportunity from podium.
- Premium table location with reserved VIP seating for (11) guests.
- Company profile slide and company logo displayed in slide presentation.
- Half-page ad in printed event program.
- Company mentioned as Presenting Sponsor in at least (3) social media posts.
- Company recognition in post-event email newsletter (sent to 2,000 recipients).
- Company logo on all promotional materials & event website.
- Company mention in annual report.

### **Platinum Sponsor | \$10,000**

- Company name and logo prominently displayed in projected & printed media.
- Live acknowledgement as Platinum sponsor from event podium.
- Company logo in rotating slide presentation & event website.
- Premium table location with reserved VIP seating for up to (10) guests.
- Company recognition in post-event email newsletter (sent to 2,000 recipients).
- Company mentioned in at least (3) social media posts (pre and post-event).
- Company mention in annual report.

### **Gold Sponsor | \$5,000**

- Logo placement in projected & printed media.
- Company logo in rotating slide presentation & event website.
- Premium seating at the event, with reserved seating for up to (5) guests.
- Company mentioned in at least (3) social media posts (pre and post-event).
- Company mention in annual report.

### **Silver Sponsor | \$3,000**

- Company listing in event program.
- Company logo in rotating slide presentation & event website.
- Priority seating at the event with (3) reserved seats.
- Company mentioned in at least (1) social media post.

### **Bronze Sponsor | \$1,000**

- Company listing in printed event program and rotating slide presentation.
- Company logo displayed on event website.
- Company mentioned in at least (1) social media post.