



2012

EVENT SPONSORSHIP OPPORTUNITIES

ABOUT JOURNEYS FROM PADS TO HOPE

In 2001, Journeys from PADS to HOPE was formed from the merger of two agencies, HOPE NOW (Housing Opportunities for People Encompassing the North West) and Northwest Suburban PADS (Public Action to Deliver Shelter) to address the issue of homelessness in northwest suburban Cook County – a problem that many never knew existed. Journeys is unique in serving this vulnerable population. Providing comprehensive shelter, housing, rehabilitation, and counseling services to a broad range of clients, Journeys is not limited by restrictive policies of who can be served.

Journeys from PADS to HOPE believes that every person has the potential to be a contributing member of society. The programs and services that Journeys offers to homeless and at-risk individuals and families in suburban Cook County are critically important to the well being of the communities it serves. Since 2001, Journeys has been committed to ending homelessness by addressing core issues and seeking policy-level changes to impact people locally and nationwide.

WHY SPONSOR JOURNEYS FROM PADS TO HOPE?

Sponsoring Journeys' events is an opportunity to support a worthwhile organization and increase your visibility in the community. You will benefit from extended exposure and promotional efforts directed toward the supporters of Journeys. You will reap the satisfaction of knowing that you supported programs and services that strengthen your community. Your tax-deductible sponsorship will help defray the costs associated with offering free services, shelter, and housing to the homeless and those at risk of becoming homeless in Journeys' 37-village service area. Your participation is a statement as a leader for creating more effective alternatives to the current homeless crisis and community-led solutions to the challenges that low-income residents face.



TWO WAYS TO SPONSOR

Annual Event Sponsorship
Individual Event Sponsorship

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SPONSORSHIP EXPOSURE

Email List: 4,000 (emailed monthly)

Event Mailing List: 500+

Newsletter Mailing List: 15,000+

Website Hits/Month: 31,000+

Social Networking "Fans": 300+

Media exposure through the following outlets:

Daily Herald, Palatine Journal, Journal News & Topics, Northwest Herald, Chicago Tribune

Potential benefit from possible earned media at the following radio stations where we have established relationships:

WGN, 560 WIND, WTYLL, US 99.5, WFMT, 95 FM, WXRT, WLIT, WTMX, WCPT, 87.7

2012 Events

CONCERT AT SANFILIPPO

A unique opportunity to experience the world famous *Place de la Musique* that includes magnificent collections of beautifully restored antique music machines, phonographs, arcade and gambling machines, chandeliers, and art glass.

The 90-minute concert features the world's largest restored 8,000 pipe Wurlitzer theater organ and an open house touring of the residence. Sponsors receive a special "behind-the-scenes" tour.

This event is a prelude to the Bid for HOPE event, our largest fundraiser of the year, which will be held at the Sanfilippo Estate on November 3rd.



Date: Saturday, March 31

Location: Sanfilippo Estate, Barrington Hills

5K RUN/WALK FOR HOPE

This 5K Run/Walk event is held on a fast and fun course that winds through historic downtown Palatine. The course is USATF-certified and will be timed. All ages are welcome.

Awards will be given to the top overall male and female finishers, along with the top finishers per age division. Onsite massage and refreshments included in ticket price.



Date: Saturday, May 5 (tentative)

Location: Palatine

2012 Events

GOLF FOR HOPE

Makray Memorial Golf Club is a premier 18-hole championship caliber course with four sets of tees, strategic bunkers, bent grass tees, fairways and greens, blue grass roughs, and spectacular views.

There is a state of the art practice facility which includes 1-1/2 acres of bent grass teeing ground, two practice putting greens, and a short game area.

The event includes a delicious buffet lunch, raffles, games prizes, and more!



Date: Thursday, June 21

Location: Makray Memorial Golf Club, Barrington



BID FOR HOPE

Journeys' most significant fundraiser of the year, the Bid includes sumptuous gourmet food, raffles, and exciting live and silent auctions led by Illinois State Representative Jim Sacia, Licensed Auctioneer.

If you are not able to attend the pipe organ concert in March, this is an opportunity to experience the largest collection of restored automatic musical instruments in the world, including the most spectacular European salon carousel in existence, 30 dance organs, 40 large American and European orchestrions, street and tower clocks, steam engines, and other functional mechanical antiques.



Date: Saturday, November 3

Location: Sanfilippo Estate, Barrington Hills

ANNUAL EVENT SPONSORSHIP LEVELS AND BENEFITS

Presidents Club

\$50,000+

Exclusive Benefits

- Recognition plaque
- Permanent plaque in Journeys' Board Room
- Dinner hosted by Board President

Media Exposure

- Company name in press releases for the events
- Recognition on website, Annual Report, newsletter
- Recognition in online media outlets and social media leading up to the events
- Recognition in *Daily Herald* ad placed at year end

Event Benefits

- Premier placement of logo on 500 printed invitations
- Premier placement of logo on email invitations and reminders (4,000 email addresses)
- Full-page ad with premiere placement in Program Guide
- Premier logo acknowledgement on event signage
- Premier seating/tickets for 16 guests at each event
- VIP check in

Year-Long Web Exposure

- Premier recognition and link to company website on home page

Benefactor

\$10,000-\$49,999

Exclusive Benefits

- Placement of company signage at events
- Verbal recognition of sponsorship from the stage during the program

Media Exposure

- Company name in press releases for the events
- Recognition on website, Annual Report, newsletter
- Recognition in online media outlets and social media leading up to the events
- Recognition in *Daily Herald* ad placed at year end

Event Benefits

- Half-page ad in Program Guide
- Logo on 500 printed invitations
- Logo on email invitations and reminders (4,000 email addresses)
- Logo acknowledgement on event signage and in Program Guide
- Seating/tickets for 8 guests at each event
- VIP check in

Year-Long Web Exposure

- Recognition and link to company website on home page

Partner

\$5,000-\$9,999

Media Exposure

- Company name in press releases for the events
- Recognition on website, Annual Report, newsletter
- Recognition in online media outlets and social media leading up to the events
- Recognition in *Daily Herald* ad placed at year end

Event Benefits

- Half-page ad in Program Guide
- Logo on 500 printed invitations
- Logo on email invitations and reminders (4,000 email addresses)
- Logo acknowledgement on event signage and in Program Guide
- Seating/tickets for 4 guests at each event

Year-Long Web Exposure

- Recognition and link to company website on home page

Ambassador

\$2,500-\$4,999

Media Exposure

- Company name in press releases for the events
- Recognition on website, Annual Report, newsletter
- Recognition in online media outlets and social media leading up to the events
- Recognition in *Daily Herald* ad placed at year end

Event Benefits

- Placement of company signage at events
- Quarter-page ad in Program Guide
- Logo on 500 printed invitations
- Logo on email invitations and reminders (4,000 email addresses)
- Seating/tickets for 2 guests at each event

Year-Long Web Exposure

- Recognition and link to company website on home page

IMPORTANT DEADLINES:

Annual Event Sponsorships must be confirmed by **January 1, 2012**.

Print-ready advertisement artwork/logo must also be submitted by **January 1st**.

Questions?

Contact Sarah Martino, Event Coordinator
(847) 963-9163, ext. 16, or events@padstohope.org

INDIVIDUAL EVENT SPONSORSHIP LEVELS AND BENEFITS

In addition to Annual Event Sponsorships, Journeys offers the opportunity for you to choose the individual events you wish to sponsor at the level you wish to give. Individual event sponsorships start at \$250 and must be received by the deadlines listed below, along with camera-ready artwork/logo. See page 7 of this booklet for more details.

You can select one or more event to sponsor!



Concert at Sanfilippo: March 31

- Name and logo on marketing materials/signage
- Recognition on website
- Recognition in social media outlets
- Two free tickets with \$1,500+ sponsorship

5K Run/Walk for HOPE: May 5 (tentative)

- Name and logo on marketing materials/signage
- Recognition on website
- Recognition in social media outlets
- Two free tickets with \$1,500+ sponsorship

Golf for HOPE: June 21

- Name and logo on marketing materials/signage
- Name highlighted in event guide
- Recognition on website
- Recognition in social media outlets
- Two free tickets with \$1,500+ sponsorship

Bid for HOPE: November 3

- Name and logo on marketing materials/signage
- Name highlighted in event guide
- Recognition on website
- Recognition in social media outlets
- Two free tickets with \$1,500+ sponsorship



IMPORTANT DEADLINES:

Sponsorship payment for individual events and camera-ready artwork/logo for ads are due:

Concert at Sanfilippo	January 15
5K Run/Walk for HOPE	March 5
Golf for HOPE	April 20
Bid for HOPE	August 27

2012 EVENT SPONSORSHIP FORM

ANNUAL EVENT SPONSORSHIP

Must be received by January 1, 2012

- Presidents Club \$50,000+
- Benefactor \$10,000-\$49,000
- Partner \$5,000-\$9,999
- Ambassador \$2,500-\$4,999



INDIVIDUAL EVENT SPONSORSHIP

Concert at Sanfilippo \$250 \$500 \$1,000 \$1,500 Over \$1,500
Must be received by January 15, 2012

5K Run/Walk for HOPE \$250 \$500 \$1,000 \$1,500 Over \$1,500
Must be received by March 5, 2012

Golf for HOPE \$250 \$500 \$1,000 \$1,500 Over \$1,500
Must be received by April 20, 2012

Bid for HOPE \$250 \$500 \$1,000 \$1,500 Over \$1,500
Must be received by August 27, 2012

Contact & Payment Information

All fields are required

Company Name: _____

Name _____

Street _____

City/State/Zip _____

Phone _____

*E-mail _____

Total amount authorized/enclosed: \$ _____

*If paying by check, please make it payable to:
Journeys from PADS to HOPE*

If paying by credit card, please complete all information below:

Visa ____ MasterCard ____ Discover ____ American Express ____

Card Number: _____

Expiration: Month _____ Year _____

Signature: _____

*We respect your privacy. E-mail addresses are never shared with anyone, and will be used to send agency information, newsletters and event announcements. You may opt-out at any time.

Return this form with payment and camera-ready artwork/logo to:

Sarah Martino, Event Coordinator

1140 E. Northwest Hwy., Palatine, IL 60074

Email: events@padstohope.org Fax: (847) 963-9120



**1140 East Northwest Highway
Palatine, Illinois 60074**

**(847) 963-9163
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