

Become a Sponsor



**Social Impact Giving Is Right Around the Corner.
Make an Impact in your Community.**

**As the last year and a half has demonstrated,
connections count.**

Connecting neighbors to help older adults thrive.

A Little Help provides our older adults increased interaction with neighbors to help prevent isolation and loneliness, connecting older adults to a variety of programs, educational, and social activities as well as many volunteer services.



Partner with A Little Help and make an impact!

**In 2020 alone, we impacted over 2,000
older neighbors.**

- Create community engagement & volunteer opportunities for your staff
- Build a long-term partnership that creates visibility about your products and services
- Strengthen your brand image

We connect those in need with real people in the community — people like you — who not only want to help, but to make a difference.

History

A Little Help began in 2005 to equip neighbors to deliver vital services, empowering older adults to age interdependently in their own homes, on their own terms.

A Little Help Today

We engage neighbors of all ages in
Metro Denver
Northern Colorado
Western Slope

We serve over 1,300 older adults

We engage over 2,300
intergenerational volunteers

Our overall community reach is
15,000+



Statewide Title Sponsorship

Seasonal Service Saturdays

Price: \$25,000/season (exclusive opportunity)

The whole season is yours! The whole day, each event. You're everywhere!

All locations, all events and gatherings each service day of the season will have your mark.

- 7 locations, 7 morning kick offs, 6 celebrations of service
- 500+ older adult recipients of service, ages 55 - 105
- 1,600+ registered volunteers, ages 1 - 80

A Little Help's Community Reach is 15,000+

(which does not include the external reach from all marketing)

Email Communications

Company and/or logo will always be identified

5+ emails to:

- Volunteers and members (2,400+ volunteers, 800+ members)
- Entire contact list (15,000+)
- Registered volunteers (1,600 by event day)

Media

Company and/or logo will always be identified

- Social Media: 2,600+ followers
- Regular posts to Instagram, Facebook, and LinkedIn
 - Weekly posts, starting 2 months prior to each event
 - Ramp up to daily posts the week of event
- Recognition as Title Sponsor in all press releases, radio, TV spots

Website

Logo/Recognition as Title Sponsor

- Home page for 2 months prior and 2 months after
- Service Saturday page
- Each of 4 Location Service Saturday registration pages

Print Material

- 3 monthly newsletters, starting 2 months prior to events
 - Name in top right hand corner call out
 - Name in newsletter article copy
 - Logo in newsletter in 2 months prior and 1 month following events
- Advertising Fliers
 - Logo on 3,000+ printed fliers community distribution to:
 - College campuses, middle & high schools
 - Small businesses, i.e. coffee shops, rec centers in each Location

Event Day

- Title Sponsor recognition on event banners
- Business logo on front of volunteer t-shirt (or other give-away items)
- Table space- any/all event locations
 - Morning Kick Off
 - **Afternoon Celebration of Service**
- Shout out and 90-second 'take the mic' opportunity during morning Kick Off remarks and afternoon Celebration of Service
- Free lunch/beverages at Celebration of Service afternoon gathering
- Access to event photography
 - Post-event social media posts
- Day of (and beyond) yard signs
- **Anywhere we talk about Service Saturdays, we talk about you**



Statewide Presenting Sponsorships

Seasonal Service Saturdays

Price: \$10,000/season (non-exclusive)

All of Service Saturday.

- All locations, all events and gatherings each service day of the season will have your mark.
- 7 locations, 7 morning kick offs, 6 celebration of services
- 500+ older adult recipients of service, ages 55 - 105 • 1,600+ registered volunteers, ages 1 - 80

A Little Help's Community Reach is 15,000+

(which does not include the external reach from all marketing)

Email Communications

Company name will be identified

3+ emails to:

- Volunteers and members (3,200+ volunteers/members)
- Entire contact list (15,000+)
- Registered volunteers (1,600 by event day)

Media

Company name will be identified

- Social Media: 2,600+ followers
- Regular posts to Instagram, Facebook, and LinkedIn
 - Weekly posts, starting 1 month prior to each event
 - Ramp up to daily posts the week of event
- Recognition as Presenting Sponsor in all press releases, radio, TV spots

Website

Recognition as Presenting Sponsor

- Home page for 2 months prior and 2 months after
- Service Saturday page
- Each of 4 Location Service Saturday registration pages

Print Material

- 3 monthly newsletters, 1 month prior to events
 - Company name or logo mention with Service Saturday main article
- Advertising Fliers
 - Name on 3,000+ printed material with community distribution to:
 - College campuses, middle & high schools
 - Small businesses, i.e. coffee shops, rec centers in each Location

Event Day

- Presenting Sponsor recognition event banners
- Business name on back of volunteer t-shirt (or other give-away items)
- Table space- any/all morning Kick Off events
- Shout out during morning Kick Off remarks and Celebration of Service
- Free beverages at Celebration of Service afternoon gathering
- Access to event photography
 - Post-event social media posts

Celebration of Service Sponsorships

Seasonal Service Saturdays

Price: \$5,000/season /celebration (exclusive by celebration- 6 spots)

Northern Colorado • 600+ registered volunteers, 125 older adult recipients of service

Fort Collins 200+ anticipated Celebration attendees

Berthoud/Loveland 100+ anticipated Celebration attendees

Western Slope • 250+ registered volunteers, 60 older adult recipients of service

Grand Junction 100+ anticipated Celebration attendees

Roaring Fork Valley 50+ anticipated Celebration attendees

Metro Denver • 800+ registered volunteers, 300 older adult recipients of service

Denver County 200+ anticipated Celebration attendees

Jefferson County 100+ anticipated Celebration attendees

A Little Help's Community Reach is 15,000+

(which does not include the external reach from all marketing)

Email Communications

Company name will be identified

- 3+ emails to:
 - Volunteers and members
 - Entire contact list (15,000+)
 - Registered event day volunteers
- Volunteer/Member email list:
 - 700+ Northern Colorado
 - 100+ Western Slope
 - 1900+ Metro Denver

Media

Company name will be identified

- Social Media: 2,600+ followers/subscribers
- Regular posts to Instagram, Facebook, and LinkedIn Channels
 - Weekly posts the month of the Celebration of Service event
 - Ramp up to daily posts the week of the Celebration
- Recognition in all press releases

Website

Recognition as Presenting Sponsor

- Name and logo on Service Saturday web page
- Name on each Location Service Saturday web page
- Name on each Location registration page

Print Material

- Recognition as Celebration of Service Sponsor in newsletter the month of and month after Location Celebration

Event Day

- Large poster display with logo at Celebration of Service
- Table space- the location Morning Kick Off and Celebration of Service after party
- Shout out during morning Kick Off and Celebration remarks
- Access to event photography
- Post-event social media



A La Carte Sponsorships

Seasonal Service Saturdays

Options:

- **Tent/Table Display** (limited # of tables available/Morning Kick Off)
\$2,000 tent/table at Kick Off
- **Cash Donation**
Support the event by helping us buy more equipment/tools for event
- **Gift Cards**
Give-aways for participants at local events
- **In-Kind Donations**
Products for Kick Off and/or Celebration of Service (donuts, bagels, drinks, etc.)

A Little Help's Community Reach is 15,000+

(which does not include the external reach from all marketing)

Email Communications

- 4-5 emails to registered volunteers for specific event(s)

Media

- Social Media: 2,600+ followers/subscribers
- Posts to Instagram, Facebook, and LinkedIn Channels
 - 2 mentions prior to event(s)
 - 1 'thank you' post after event(s)

Website

- Name mention on specific Service Saturday Location page(s)

Print Material

- Monthly newsletter
- Recognition during month of and after each event(s)

Event Day

- Handouts at table with in-kind donation items
- Shout out during morning Kick Off remarks

