



Sponsorship Opportunities

On September 25, 2016, business and community leaders will spend one night sleeping outside at YouthLink (41 N. 12th Street) in downtown Minneapolis to raise money and awareness for youth homelessness. Each participant will raise funds to support their Night of Hope "campaign." Funds raised will directly support YouthLink's life-changing programs and resources. Fundraising website pages and other materials will be provided for each participant. With your help, we hope to raise \$200,000 to move young people from homelessness to hope!

Why Become a Night of Hope Sponsor?

- Align your business with a high-profile, well-respected, non-profit in the metro area.
- Position your business as a supporter of community issues to your internal, external and community audiences.
- Make your business known to YouthLink's constituent base of over 2,500 metro area households.

To learn more about becoming a Night of Hope sponsor, please contact Frances Roen, Director of Development, at roen@youthlinkmn.org or 612.252.1283.

Night of Hope Sponsorship Levels

Benefits available for all Sponsor Levels:

- Business logo on YouthLink website (up to 12 months of coverage = 25,000 unique visitors)
- Listed in all YouthLink Night of Hope print materials
- Verbal recognition during event program
- Business logo on sponsorship opportunity form
- Business logo on Night of Hope event t-shirt, which is distributed to all Night of Hope participants

Nurturer Sponsorship: \$1,000 Investment

In addition to the above benefits, your business will receive:

- Featured in marketing campaign as Nurturer sponsor
- Name recognition in YouthLink newsletter and e-newsletter, which is distributed to 2,000 people
- Mentions in social media throughout sponsorship

Inspirer Sponsorship: \$2,500 Investment

In addition to the General and Nurturer benefits, your business will receive:

- Featured in marketing campaign as a Inspirer sponsor
- Business logo featured in all advertisements in major print materials, such as Star Tribune or Minneapolis/St. Paul Business Journal
- Special recognition during event program

Motivator Sponsorship: \$5,000 Investment

In addition to the General, Nurturer and Inspirer benefits, your business will receive:

- Featured in marketing campaign as a Motivator sponsor
- Business logo on Night of Hope web page with direct link to your business website (up to 12 months)
- Business logo on marketing materials displayed at Night of Hope
- Listed in all Night of Hope press releases - sent to more than 30 local media outlets
- Logo featured in all Night of Hope emails sent by Night of Hope event manager

Partner in Hope Sponsorship: \$10,000 Investment

In addition to the General, Nurturer, Inspirer and Motivator benefits, your business will receive:

- Featured in marketing campaign as a Partner in Hope sponsor
- Listed on signage prominently displayed at Night of Hope event
- Highlighted in all news media interviews with radio and television news outlets
- Logo placement in recruitment video

Presenting Sponsorship: \$30,000 Investment

In addition to the General, Nurturer, Collaborator, Influencer, & Partner in Hope benefits, your business will receive:

- Placement on billboards
- Mention on live media during programming

Interested in sponsorship through in-kind donation?

We are looking for companies to donate new sleeping bags, cardboard, new socks, mittens, and hats, and sandwich fixings. Donated items will directly benefit youth.

Have a specific sponsorship interest in mind?

We welcome sponsorship ideas and suggestions to help grow interest in the event and benefit our youth.