

Together, We Deliver.

SPONSORSHIP PROSPECTUS

impact AND **PHOEBE R AND JOHN D LEWIS**
foundation

ARE PROUD TO PRESENT THE 2021 GALA



2021 ANNUAL GALA | VIRTUAL | MAY 7, 2021



MEALS on WHEELS
NORTHEASTERN ILLINOIS

AN INVITATION

Be our partner to ensure that no senior goes hungry.

Dear friends and supporters,

In May of this year, in the wake of the COVID-19 pandemic, Meals on Wheels Northeastern Illinois (MWNEI) transformed its annual gala into its first virtual event. What an amazing and fun event! Thanks to you, and so many of our generous friends, we were able to host a memorable evening featuring Robert Egger, renowned food security advocate, and exceed our original fundraising and engagement goals.

We have made it through these very unusual past months. And while the current health crisis has had a tremendous impact on our lives and our work, it has also provided us with so many opportunities to innovate, to come together, to collaborate, and to prioritize the safety and health of vulnerable, at-risk, and elderly adults who are in our care.

In light of this, we are pleased to inform you that our 2021 gala event will be held on May 7, 2021, and will be presented in digital format.

While we will not have the opportunity to come together in person, as we adjust to a world changed by this ongoing health crisis and with social distancing remaining in place, we are confident that this event will help us continue the energy and momentum we built last May.

We invite you to partner as a sponsor for this event, which will provide an exceptional opportunity to build awareness for your brand, share your company's message, and be a champion in our fight against food insecurity, hunger, and isolation among seniors and the elderly.

Please review the various sponsorship offerings outlined in this packet and let us know which best fits your needs. For questions, please call 847-332-2678.

We are in this together. We can and will create solutions that make a difference! And as a community, we will keep reaching out to one another with care and compassion.

As always, thank you for your support. Stay safe and healthy.



Deborah Morganfield
Executive Director
Meals on Wheels Northeastern Illinois

ABOUT MEALS ON WHEELS NORTHEASTERN ILLINOIS

OUR MISSION AND CORE VALUES

As a powerhouse movement of community volunteers, we believe that ALL seniors deserve to have healthy and independent lives. We are committed to ensuring that this belief is sustained over the long term by delivering fresh, nutritious, and healthy meals; providing safety and wellness checks; and promoting self-reliance and independence.

OUR PROGRAMS AND SERVICES

Our work focuses on increasing seniors' access to healthy food and supportive resources. By keeping people healthy, fed and supported, we help older adults avoid extreme financial burden on themselves, on their families and on their communities.

- **Home delivered meals**
- **Friendly wellness visits and safety checks**
- **Referrals to vital services and community resources**
- **Shopping assistance**
- **"Animeals" pet program**



2020 BY THE NUMBERS

- **Total meals delivered:** 50,000; projected to increase to 100,000 with our new kitchen
- **Total individuals served:** 250; increasing to 500 with increased meal production
- **Number of communities served:** 23 communities in Northern Cook and Eastern Lake counties
- **Service areas:** Beach Park, Deerfield, Evanston, Glencoe, Glenview, Golf, Green Oaks, Gurnee, Highland Park, Kenilworth, Lincolnwood, Morton Grove, Mundelein, North Chicago, Northbrook, Northfield, Skokie, Vernon Hills, Waukegan, Wilmette, Winnetka, Winthrop Harbor and Zion

SPONSORSHIP BENEFITS

LIFT YOUR BRAND

Every impression counts. Meals on Wheels is known and trusted by over 90% of Americans.

ACCESS CONSUMERS

Gain exposure to our extensive network of volunteers, donors, and advocates.

ENGAGE YOUR EMPLOYEES

Connect your team to local volunteer opportunities on a wider geographic scale.

DRIVE COMMUNITY IMPACT

Make a difference by strengthening the communities in which your employees live and work.

You likely have strategic goals that go far beyond profits and margins. They might involve brand presence and loyalty, satisfied employees and community impact. By partnering with Meals on Wheels Northeastern Illinois, you can reach these important goals while ensuring that seniors are supported and not forgotten.

OUR 2020 FIRST VIRTUAL EVENT SPONSORS



PHOEBE R
AND
JOHN D LEWIS
FOUNDATION



avidor
Evanston



ReedSmith



S. WOLF
& ASSOCIATES

SPONSORSHIP OPPORTUNITIES

AT A GLANCE

| SPONSORSHIP BENEFITS & LEVELS | SOLD | | | KEYNOTE SPONSOR \$10,000 (2 Opportunities) | TECH SPONSOR \$5,000 (3 Opportunities) | VIRTUAL CLOSING SPONSOR \$2,500 (3 Opportunities) | COMPANY / AD LOGO SPONSOR \$500–\$1,000 (10 Opportunities) |
|---|---|---|--|---|---|---|--|
| | PRESENTING SPONSOR \$25,000 (Exclusive Offer) | WELCOME SPONSOR \$20,000 (Exclusive Offer) | PRINT SPONSOR \$15,000 (2 Opportunities) | | | | |
| LOGO ON ALL EVENT MATERIALS | ✓ | | | | | | |
| CEO REMARKS AT THE EVENT IN SHORT VIDEO | ✓ | | | | | | |
| NAMED IN THE PRESS MATERIALS | ✓ | ✓ | ✓ | ✓ | | | |
| LOGO PLACEMENT AT THE EVENT | Credits at beginning of broadcast On event backdrop On covers of invite and program On promotional items At online log-in/registration sites In MWNEI newsletter (2) | Credits at beginning of broadcast On inside of invitation On backdrop at welcome News releases, website, Facebook In MWNEI newsletter (2) | On back cover of each printed piece News releases, website, Facebook In MWNEI newsletter (2) | On backdrop during keynote speaker remarks News releases, website, Facebook In MWNEI newsletter (1) | In starting credits News releases, website, Facebook | In starting credits | In starting credits |
| AD IN PROGRAM BOOK | Full page, color, page 2 | Full page, color, page 3 | Full page, color | Full page, color | Full page, color | Half page, color | |
| RECOGNITION IN SOCIAL MEDIA POSTS | Logo and feature story | Logo and feature story | Logo and feature story | Post | Post | Post | Post |
| RECOGNITION ON MWNEI EVENT WEBSITE | Premier spot for company logo | Logo | Logo | Logo | Logo | | |
| IMPRESSIONS | 190,000 prominent | 35,000 prominent | 17,000 prominent | 10,000 prominent | 5,000 prominent | 2,000 prominent | 1,000 prominent |
| TICKETS TO EVENT | 6 | 4 | 2 | 2 | 2 | 2 | |

2021 VIRTUAL GALA

SPONSOR BENEFITS

ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Complimentary registrations and full access to all information offered by speaker(s)
- Home page visibility—recognition on the Meals on Wheels Northeastern Illinois (MWNEI) home page
- Recognition in MWNEI Sponsors program book and mention in event notifications
- Virtual conference promotions—recognition with hotlinks in email communication and on the mealsonwheels.org/2021 virtual event website. We will proudly display your logo on the event page, on social media banners, within the virtual event platform, and on emails out to guests

PRESENTING SPONSOR \$25,000 (Exclusive to two companies)

Our lead partner in MWNEI's mission to address senior hunger, malnutrition, and isolation.

- Maximum visibility as the premier sponsor at the event's opening and closing
- Access to VIP Reception (6 tickets)
- Recognition in company CEO's remarks during the virtual event
- Additional recognition throughout the event
- Prominent branding: name and logo on all event materials, including:
 - Marquee banner and signage on podium at virtual event, beside MWNEI's name and logo
 - Printed invitation to over 5,000 households, businesses, and community leaders
 - Event banner prominently displayed outside MWNEI office (Simpson Street, Evanston, IL) visible to an estimated 4,000–5,000 commuter cars daily
 - Logo on cover of event program book and a full-page color ad on inside cover
 - Logo on virtual banner within the virtual conference linked to your company's website
 - Event ad in MWNEI's biannual printed newsletter mailed to more than 5,000 households
 - Event e-blasts to approximately 1,000 email addresses
 - Slide visibility with company logo and tagline included in loop during breaks
 - Mention in welcome remarks and all news releases, on website, on Facebook page, and with special promotions, featuring our presenting sponsor

SOLD

WELCOME SPONSOR \$20,000 (Exclusive to one company)

The event's Welcome Sponsor is the first impression guests receive as they join the event. Setting the stage for a great event, your company logo and name will be associated with an organization with a reputation for doing the right thing.

- Access to VIP Reception (4 tickets)
- Recognition during the virtual event
- Name and logo placement:
 - Virtual banner within the virtual conference linked to the company's website
 - Running slide during virtual event's welcome remarks and in loop during breaks
 - Printed invitation to over 5,000 households, businesses, and community leaders
 - Company listing in program book, including a full-page color ad on page 3
 - Company featured in event promotional materials, including on our website, in news releases, and on MWNEI's Facebook page

PRINT SPONSOR \$15,000 (Two opportunities)

The event's invitation is the first printed visual guests will receive, setting the stage for a great event. In addition to being featured on the invitation, the Print Sponsor will receive:

- Access to VIP Reception (2 tickets)
- Name and logo placed on a backdrop behind the keynote speaker as they addresses guests
- Company featured in event promotional materials, including on our website, in news releases, and on social media platforms
- Full-page color ad in the program book

KEYNOTE SPEAKER SPONSOR \$10,000 (Two opportunities)

- Access to VIP Reception (2 tickets)
- Name/logo placed on a backdrop behind the keynote speaker as they addresses guests
- Full-page color ad in the program book
- Mention in news releases, website, event promotional materials, and MWNEI's Facebook page

SPONSOR BENEFITS CONTINUED

TECH SPONSOR \$5,000 (Three opportunities)

- Access to VIP Reception (2 tickets)
- Prominent placement:
 - Listed on virtual broadcast opening credit
 - Company featured in event promotional materials, including on our website, in news releases, and on social media platforms
 - Full-page color ad in the program book
 - Company featured in event promotional materials, including on our website, in news releases, and on MWNEI's Facebook page

VIRTUAL CLOSING SPONSOR \$2,500 (Three opportunities)

- Company featured in event promotional materials, including on our website, in news releases, and on social media platforms
- Access to VIP Reception (2 tickets)
- Half-page color ad in the program book
- Mention in email marketing for the event

COMPANY LOGO/AD SPONSOR \$500–\$1,000 (Ten opportunities)

The event's program book is among the first impressions guests experience as they open the event swag box. Ad placements will be spread throughout the event's program book.

| COST | SIZE | COLOR |
|---------|--------------|-----------------|
| \$1,000 | Full page | Full color |
| \$750 | Half page | Black and white |
| \$ 500 | Quarter page | Black and white |

SPONSORSHIP OPPORTUNITY CONTRACT

INCLUDE THIS PAGE WITH PAYMENT

BILLING INFORMATION

Name (all correspondence should be sent to)

Company Name

Email

Telephone

Fax

Street Address

City

State

Zip Code

PREFERRED SPONSORSHIP LEVEL

- Presenting Sponsor \$25,000
- Welcome Sponsor \$20,000
- Print Sponsor \$15,000
- Keynote Speaker Sponsor \$10,000
- Tech Sponsor \$5,000
- Virtual Closing Drink Sponsor \$2,500
- Company Logo/Ad Sponsor \$500-\$1,000

Please invoice and make check made payable to: Meals on Wheels NEI

CREDIT CARD PAYMENT

- Visa Mastercard American Express

Cardholder Name

\$

Amount to be charged

Card Number

Expiration Date

CVV

Authorized Sponsor Signature

Title

Date

MAIL PAYMENTS TO:

Claress Pettengill, Development Director
Meals on Wheels Northeastern Illinois
1723 Simpson St., Evanston, IL 60201

LOGOS FOR PLACEMENTS

Email company logo (preferred format EPS, high resolution JPG, PNG or PDF) to developmentdirector@mealsonwheelsnei.org

Serving Never Stops

Please call 847-332-2678 or email developmentdirector@mealsonwheelsnei.org with any questions about sponsorship offerings and to learn ways we can make a difference.

