

Firebelly Foundation: Reason To Give

Sponsorship Proposal 2009



About Firebelly Foundation

Dawn Hancock, Owner and Creative Director of Firebelly Design, founded the Firebelly Foundation in the summer of 2007. The Foundation's first program, Reason To Give, was started as a way to support the Humboldt Park community where Firebelly's studio has been since 2002.

About Reason To Give

Reason To Give shares the human stories of families, small businesses and community organizations in Chicago's Humboldt Park neighborhood. Visitors to the website watch video interviews of participants and donate directly towards their basic necessities—all purchased from responsible retailers and/or sustainable manufacturers. Reason To Give's innovative online storefront makes helping others simple, direct and sustainable—providing follow up video success stories to encourage even greater giving.

Designed to reach would-be donors interested in giving directly to those in need, Reason To Give is perfect for busy people or those who simply don't know where to start. Attracting a diverse network of do-gooders, Reason To Give's innovative donation framework enables individuals and corporations (inside and outside Humboldt Park's borders) to purchase basic necessities for others. Items include: outerwear, school and baby supplies, clothing, shoes, large and small appliances, computers and winterizing supplies.

Our Mission

Reason To Give eases the financial burden of families, small businesses and community organizations in Humboldt Park, by providing them with basic necessities sourced from sustainable providers and made possible via a simple, direct donation framework designed to attract new, diverse, repeat donors.

Reason To Give's 2008-2009 Achievements

- Met 132% of our goal in 2008 to provide participants with basic needs items and gift cards to local retailers and grocers to help families with holiday expenses.
- On track to at least triple donations for participants in 2009.
- Expanded donor pool by 200% in 2008.
- Increased traffic to ReasonToGive.com from approximately 100 visits per month (prior to November 2008), to over 2,000 per month (after November 2008).
- Presented as a best practice case study for nonprofit technology during Community Media Workshop's 2008 Making Media Connections Conference.
- Received broad media coverage for holiday "giving spree" on WGN Radio, as well as feature stories in publications like Columbia Chronicle and the DePaulia. Several blogs across the country including Gapers Block, Daily Candy and Josh Spear covered the launch of the Reason To Give website.



Why Sponsor Reason To Give?

Having experienced tremendous growth during the last two years, Reason To Give is offering unique corporate sponsorship opportunities for the very first time. With a limited number of sponsorship packages—including the maximum exposure of Title Sponsorship—supporting Reason To Give now means helping a truly innovative organization as it transitions from pilot program to powerful nonprofit force.

Sponsorship Opportunities

Reason To Give recognizes sponsors as partners in our program and mission. Through your support we will continue the good work we love doing. The benefits for our sponsors are commensurate with their level of sponsorship. We are also open to creating custom packages tailored to the specific needs of sponsors.

Sponsorship Benefits

- Reach a diverse population of do-gooders and professionals in the Chicagoland area and beyond through ReasontoGive.com, which averages thousands of unique hits every month.
- Promote corporate responsibility and diversity to hundreds of attendees at our annual fundraising events that attract a distinct middle to upper-income clientele from Chicago and neighboring suburbs.
- Access a unique population of over 3,000 culturally and economically diverse executives, professionals and recent graduates through our monthly eNewsletters designed by Firebelly Design.
- Target a local audience of consumers in the Humboldt Park community through our print newsletters designed by Firebelly Design.



We offer four unique sponsorship packages:

Sponsorship Benefits Summary	Platinum Title Sponsorship \$10,000	Gold Sponsorship \$5000	Silver Sponsorship \$2500	Bronze Sponsorship \$1250
Website Opportunities				
Logo on Website	Featured Sponsor	Throughout Website	Throughout Website	On Sponsor Page Only
Link on Website	Featured Sponsor	Throughout Website	Throughout Website	None
Description on Website	Featured Sponsor	Sponsor Page Only	None	None
Newsletter Opportunities:				
Logo on Email Newsletters	All	4 Total	2 Total	1 Total
Link on Email Newsletters	All	4 Total	2 Total	None
Logo on Print Newsletter	All	4 Total	2 Total	None
Advertisement or Coupon Distribution	4 Total	2 Total	1 Total	None
Event Opportunities:				
Reason to Golf Sponsorship	Title Sponsor	Drink Cart Sponsor	Exclusive Hole Sponsor	Hole Co-sponsor
Logo on Invitation and Promo Materials	Title Sponsor	Yes	Yes	Yes
Signage	Registration Table and 10 th Hole Celebration	Registration Table and 10 th Hole Celebration	Exclusive at tee	1 of 2 at tee
Tickets to Reason to Golf	4	4	4	2
Product/Service Display	Yes	Yes	None	None
Product / Info Distribution	Yes	Yes	None	None
Taste of Humboldt Park Sponsorship	Title Sponsor	Table Sponsor	Signage	Signage
Logo on Invitation and Promo Materials	Title Sponsor	Yes	Yes	Yes
Signage	Throughout Event	Exclusive to Sponsor	1 Exclusive to sponsor	Shared
Tickets to Taste of Humboldt Park	4	4	4	2
Product/Service Display	Yes	Yes	None	None
Product / Info Distribution	Yes	Yes	None	None

* Silver and Bronze Sponsorship Packages include opportunities for only one event sponsorship

Sponsorship Opportunities:

Platinum – Title Sponsor: \$10,000

- Restricted to 3 non-competing companies
- Exclusive Title Sponsorship can be reserved for \$17,500

Maximum Exposure on Website: (\$2,000 Value)

- Logo and link throughout www.ReasontoGive.com as Featured Sponsor
- Short description of what you do on www.ReasontoGive.com
- Recognition as Featured Sponsor on Sponsorship Page

Prominent Placement of Logo and/or Link on Newsletters: (\$1,800 Value)

- Logo + link on all email newsletters that reach a network of executives, professional, and graduates beyond the Chicagoland area (3,000+ per month)
- Logo + link on all community print newsletter to reach a targeted local community Opportunity for distribution of coupons or specials through print newsletter (4)

Title Sponsorship of Large Annual Events: (\$9,00 Value)

- Title Sponsorship of Reason to Golf
- Prominent placement of name and/or logo on invitation and all promo materials as Title Sponsor
- Complimentary Foursome
- Signage at registration table and 10th Hole Celebration
- Display table for product or service information distribution
- Rights to distribute product, information, or coupons as complimentary to attendees

and...

- Title Sponsorship of Taste of Humboldt Park
 - Prominent placement of name and/or logo on invitation and all promo materials as Title Sponsor
 - Four complimentary tickets
 - Signage throughout event
 - Display table for product or service information distribution
 - Rights to distribute product, information, or coupons as complimentary to attendees
-



Sponsorship Opportunities:

Gold Sponsor: \$5,000

Maximum Exposure on Website: (\$1,200 Value)

- Logo and link throughout www.ReasonToGive.com
- Short description of what you do on www.ReasonToGive.com on Sponsor Page

Prominent Placement of Logo and/or Link on Newsletters: (\$600 Value)

- Logo + link on 4 email newsletters that reach a network of executives, professional, and graduates beyond the Chicagoland area (3,000+ per month)
- Logo + link on 4 community print newsletter to reach a targeted local community Opportunity for distribution of coupons or specials through print newsletter (2)

Sponsorship of 2 Annual Events: (\$6,000 Value)

- Sponsorship of Reason to Golf as Drink Cart Sponsor
Prominent placement of name and/or logo on invitation and all promo materials
- Complimentary Foursome
- Signage at 10th Hole Celebration
- Display table for product or service information distribution
Rights to distribute product, information, or coupons as complimentary to attendees

and...

- Sponsorship of Taste of Humboldt Park
 - Prominent placement of name and/or logo on invitation and all promo materials
 - Signage exclusive to sponsor
 - Four complimentary tickets
 - Display table for product or service information distribution
 - Rights to distribute product, information, or coupons as complimentary to attendees
-



Sponsorship Opportunities:

Silver Sponsor: \$2,500

Maximum Exposure on Website: (\$1,000 Value)

- Logo and link throughout www.ReasonToGive.com

Prominent Placement of Logo and/or Link on Newsletters: (\$300 Value)

- Logo + link on 2 email newsletters that reach a network of executives, professional, and graduates beyond the Chicagoland area (3,000+ per month)
- Logo + link on 2 community print newsletter to reach a targeted local community
- Opportunity for distribution of coupons or specials through print newsletter (1)

Sponsorship of One Annual Event: (\$2,000 Value)

- Sponsorship of Reason to Golf as Hole Sponsor (exclusivity given to sponsor for designated hole)
- Name and/or logo on invitation and all promo materials
- Complimentary Foursome

or...

- Sponsorship of Taste of Humboldt Park
 - Placement of name and/or logo on invitation and all promo materials
 - Four complimentary tickets
 - Signage (including one sign exclusively for sponsor)
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Sponsorship Opportunities:

Bronze Sponsor: \$1,250

Exposure on Website: (\$600 Value)

- Logo and/or company name on www.ReasonToGive.com on Sponsor Page Only

Prominent Placement of Logo and/or Link on Newsletters: (\$100 Value)

- Logo on 1 email newsletters that reach a network of executives, professional, and graduates beyond the Chicagoland area (3,000+ per month)

Sponsorship of One Annual Event: (\$1,200 Value)

- Sponsorship of Reason to Golf as Hole Co-sponsor (1 of 2 sponsors of designated hole)
- Name and/or logo on invitation and all promo materials
- Two Complimentary Tickets

or...

- Sponsorship of Taste of Humboldt Park
 - Placement of name and/or logo on invitation and all promo materials
 - Two complimentary tickets
 - Signage
-



Al a Carte Sponsorship Menu

General Sponsorship Options

Maximum Exposure on Website: \$1,200

- Logo and link throughout www.ReasonToGive.com
- Short description of what you do on www.ReasonToGive.com on Sponsor Page

Prominent Placement of Logo and Link on Email Newsletter:

- \$100 per Newsletter
- \$1000 per year

- Logo and link on monthly email newsletters that reach a network of executives, professional, and graduates beyond the Chicagoland area (3,000+ per month)

Reason to Golf Event Sponsorship Opportunities:

Title Sponsorship: \$5,000

- Restricted to 3 non-competing companies
- Title Sponsorship of Reason to Golf
- Prominent placement of name and/or logo on invitation and all promo materials
- Complimentary Foursome
- Signage at registration table and 10th Hole Celebration
- Display table for product or service information distribution
- Rights to distribute product, information, or coupons as complimentary to attendees

Drink Cart Sponsor: \$1,000

- Sponsorship of Reason to Golf as exclusive Drink Cart Sponsor
- Signage on Drink Cart
- Complimentary Foursome

Exclusive Hole Sponsor: \$750

- Sponsorship of Reason to Golf as exclusive Hole Sponsor for designated hole
- Signage at tee

Hole Sponsor: \$500

- 1 of 2 Sponsors at designated hole
 - Signage at tee
-



Al a Carte Sponsorship Menu

Taste of Humboldt Park Event Sponsorship Opportunities:

Title Sponsorship: \$4,000

- Restricted to 3 non-competing companies
- Title Sponsorship of Taste of Humboldt Park Event
- Prominent placement of name and/or logo on invitation and all promo materials
- Complimentary tickets for four
- Signage throughout event
- Display table for product or service information distribution
- Rights to distribute product, information, or coupons as complimentary to attendees

Table Sponsor: \$1,500

- Sponsorship of Taste of Humboldt Park
 - Prominent placement of name and/or logo on invitation and all promo materials
 - Two complimentary tickets
 - Display table for product or service information distribution
 - Rights to distribute product, information, or coupons as complimentary to attendees
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Appendix: FAQs

Where does the money go?

All sponsorship funds go directly to Firebelly Foundation's Reason To Give program. Reason To Give is a non-profit program that provides basic needs to underserved families in the Humboldt Park community of Chicago. Since the Firebelly Foundation is supported primarily by volunteer staff and has low administrative expenses, the majority of our income directly benefits our work supporting community residents.

What is your sponsorship goal?

Our sponsorship goal for 2009 is \$100,000. This includes \$65,000 in corporate sponsorship, \$20,000 in grants and \$15,000 in individual donations.

Can I have product exclusivity with my sponsorship?

Firebelly Foundation can only guarantee that each of the three Title Sponsors will represent unique categories. Exclusive Title Sponsorships are also available.

Where can I find more information on Firebelly Foundation and Reason To Give?

To read our mission statement and view our recent endeavors please visit www.firebellyfoundation.org.

To watch video interviews of our participating families and view all of our success stories, please visit www.ReasonToGive.com.

For more information, please contact Program Director, Shannon Medic, at Shannon@firebellyfoundation.org or 773-489-3439.

Sponsorship Terms:

Sponsorship is for one year from the date agreement is signed. Firebelly Foundation reserves the right to change the terms of sponsorship at anytime and can substitute sponsorship details as long as value remains the same.



Firebelly Foundation and Reason To Give Sponsorship Application

Please print the following application and return to Shannon@firebellyfoundation.org or fax to 773-489-3439.
For questions or additional information contact Shannon Medic, Program Director, Firebelly Foundation at
Shannon@firebellyfoundation.org or 773-489-3439.

Organization/Sponsor Name: _____

Contact Name: _____

URL: _____ Email: _____

Phone Number: _____

Address: _____ City: _____ State: _____ Zip: _____

Sponsorship Level [Select one]

Title Platinum Sponsor \$7500

Gold Sponsor \$5000

Silver Sponsor \$2500

Bronze Sponsor \$1200

A La Carte Sponsorship [Select all that apply]

Title Sponsor Reason to Golf \$4000

Drink Cart Sponsor \$1000

Exclusive Hole Sponsor \$750

Hole Sponsor \$500

Title Sponsor Taste of Humboldt Park \$3000

Table Sponsor \$1500

A La Carte Sponsorship [Select all that apply]

Maximum Exposure on Website \$1200

Prominent Placement on Email Newsletter \$1000/year

Prominent Placement on Email Newsletter \$100/month

Notes: _____

Total Amount Pledged \$: _____

Signature: _____ Date: _____

