



Annual Fundraising Breakfast

Sponsor Proposal Packet

Details

Wednesday, April 28, 2010

Washington State Convention & Trade Center

7:00am – 7:30am: Reception with coffee and student art

7:30am – 8:30am: Breakfast Program

Featuring: A current First Place Teacher, graduates of our program and families telling their story.

For information about the event and sponsorship opportunities, please call Melissa Collett at (206) 323-6715.

First Place is both a social services agency and an elementary school for children and families struggling with the risks and realities of homelessness in the City of Seattle. Our services include a Pre-Kindergarten through 6th grade school with therapeutic classrooms for specialized educational needs, plus housing and support services for families.

First Place breaks the cycle of homelessness.

For over 20 years First Place has been an innovative school and social services agency meeting the unique needs of families struggling with the risks and realities of homelessness. Our school meets the academic and social/emotional needs of students through dedicated teachers and therapeutic classroom environments. At the same time, their parents are working toward their own stability – taking care of their health care needs, getting job training and placements and moving into permanent housing.

Families shouldn't be living in vans.

Over the next 5 years, First Place is more than doubling services to families living in crisis. Recently expanded programs include Mental Health Services, Early Learning and Housing.



Join us in our vision: Hope Home Education

Event Goals & Audience

Goals: Raise \$350,000 toward the future of First Place
Reach an audience of 900 individuals

Audience:

- ◆ Business Executives
- ◆ Legislative representatives/elected officials
- ◆ Community partners such as League of Women Voters, Tabor 100, Minority Executive Directors Coalition, United Way of King County, Kiwanis, Foundations and more.)
- ◆ Major Donors to First Place.



Highlights from the 2009 event:

- **Seattle Seahawks and Sounders FC** provided the lead gift in a Challenge Match to new and existing donors led by CEO Tod Leiweke on stage.
- A current First Place student spoke about her family and teachers. She is now a student at Lakeside School.
- A 10-year-old First Place graduate spoke about the agency's commitment to his family through the death of his mother, and his current advocacy for better health care.



Presenting Sponsor \$25,000

(Opportunity for one sponsor) – Taken by Moneytree, Inc.

At the Event

- One table for 10 individuals with table signage and a preferred table position
- Full page advertisement in event program for 1,000 guests. (Black and white, 5” wide by 7.5” tall)
- Company Logo listed on poster displayed during the reception
- Opportunity for company executive to get onstage to give a testimonial to the audience about why the company supports First Place. (No more than 3 minutes – wording must be approved by First Place) And then introduces Dr. Doreen Cato, First Place Executive Director before her speech.

Marketing & Promotions

- Company Logo listed on event print and electronic invitations. (Print invitations sent to 10,000 individuals.)
- Company Logo placed in an acknowledgement advertisement in the Puget Sound Business Journal. (The Corporate Philanthropy special edition.)
- Opportunity to use the First Place logo in your publications describing your company’s charitable contributions.
- Photo opportunity with your company executive, the First Place Executive Director, and some of the students in the program.

Additional Recognition

- Recognition in event program, in First Place newsletter (13,000 households), on First Place website, and in the First Place 2009-2010 Annual Report.



“First Place is more than a school to our family. It brings hope of a new beginning to us all”

–First Place Parent

Premier Sponsor \$20,000

(Opportunity for two sponsors)

This sponsor level includes a special opportunity for First Place

- One table for 10 with Table Signage and a preferred Table Position.
- Logo displayed on large screens while First Place describes the Challenge Match.
- Company name listed on all Challenge Match materials.
- Company Logo listed on event print and electronic invitations as a premier sponsor. (Print invitations sent to 10,000 individuals.)
- Company Logo placed in an acknowledgement advertisement in the Puget Sound Business Journal (The Corporate Philanthropy special edition.)
- Company logo displayed on large screens at the event and acknowledged in the event program.
- Company logo on a poster displayed in the lobby during a coffee and networking time.
- Full page advertisement in event program for 1,000 guests. (Black and white, 5” wide by 7.5” tall)
- Recognition in the First Place newsletter (13,000 households), on First Place website, and in the First Place 2009-2010 Annual Report.



Leadership Sponsor \$10,000

- One Table for 10 with Table Signage and a preferred Table Position.
- Full page advertisement in event program for 1,000 guests.
(Black and white, 5” wide by 7.5” tall)
- Company name listed on print and electronic invitations. (Print invitations sent to 10,000 individuals.)
- Logo placed in an acknowledgement advertisement in the Puget Sound Business Journal.
(The Corporate Philanthropy special edition.)
- Company name displayed on large screens at the event and in the event program.
- Company logo on a poster displayed in the lobby during a coffee and networking time.
- Recognition in the First Place newsletter (13,000 households), on First Place website, and in the First Place 2009-2010 Annual Report.

Supporting Sponsor \$5,000

- One Table for 10 with table signage and a preferred table position
- Half page Ad in event program for 1,000 guests. (Black and white, 5” wide by 3.75” tall)
- Name placed in an acknowledgement advertisement in the Puget Sound Business Journal.
(The Corporate Philanthropy special edition.)
- Company name displayed on large screens at the event and in the event program.
- Company logo on a poster displayed in the lobby during a coffee and networking time.
- Recognition in the First Place newsletter (13,000 households), on First Place website, and in the First Place 2009-2010 Annual Report.

Table Sponsor \$2,500

- One table for 10 guests with table signage.
- Company name displayed on large screens at the event and in the event program.
- Company logo on a poster displayed in the lobby during a coffee and networking time.
- Recognition in the First Place newsletter (13,000 households), on First Place website, and in the First Place 2009-2010 Annual Report.



Dr. Doreen Cato with two First Place graduates.



Annual Fundraising Breakfast

I am interested in supporting First Place as a:

- Presenting Sponsor (\$25,000)**
- Premier Sponsor (\$20,000) Supporting Sponsor (\$5,000)
- Leadership Sponsor (\$10,000) Table Sponsor (\$2,500)

Company Name _____

Contact Name & Title _____

Contact Address _____

Phone _____ Email _____

Contact Information for Company Logo: _____

Phone _____ Email _____

Please invoice me at the above address on _____

Check enclosed made out to First Place.

Important Deadlines

December 21, 2009: Save the Date Print Deadline, effects levels \$10,000 & above.

January 19, 2010: Invitation Print Deadline, effects levels \$10,000 & above.

April 6, 2010: Program advertisements are due as a .tif, .eps or .pdf

Please remit the above information in the following ways:

Fax: (206) 323-3709, Email: mcollett@firstplaceschool.org

Mail: First Place, Attn: Melissa Collett, PO Box 22536, Seattle, WA 98122