

2018 EVENT SPONSORSHIP OPPORTUNITIES



**WATER STREET
MISSION**

Restored to be restorers

The Power of Goodwill

In addition to providing hope, healing, and a hand up to Lancaster County's most vulnerable men, women and children, partnering with Water Street Mission as an event sponsor aligns your name with one of the area's most trusted brands. For over a century, Water Street has cultivated name recognition and community goodwill that would be envied by top advertisers nationwide.

Water Street Mission appears regularly in Lancaster County's most prominent media.

Water Street has been the recipient of either the first or second highest donation totals through Extraordinary Give since its inception five years ago.

Over 4,000 individuals volunteer at Water Street every year.

With an active mailing list of over 40,000, an email list of almost 17,000 and social media followers numbering over 5,000, Water Street has strong in-house communications channels to help drive engagement.



Always Lancaster

"I'm more excited about the Mission today, than at any time in my 40 years history with them."

~ **Marlin Thomas**

Chairman – Willow Valley Associates



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Top Chefs

dinner & auction

Spring



Proceeds from this premier culinary event are used to provide medical, dental and behavioral health care to people living in extreme poverty through Water Street Health Services. The evening features an exquisite menu created by Lancaster's Top Chefs. A silent and energetic live auction add fun to this exciting event.

Audience: *A veritable Who's Who of Lancaster leaders and philanthropists.*

Your company branding included in the following BENEFITS:	LEVELS		
	Platinum \$10,000	Gold \$5,000	Silver \$3,000
Event Program	<i>Ad on inside Front Cover & Logo on Back</i>	<i>Half Page Ad & Name Mention</i>	<i>Quarter Page Ad & Name Mention</i>
Sponsor Board at Event	✓	✓	✓
PowerPoint at Event	✓	✓	✓
Solo Facebook Post with Link <i>5,200+ fans / 400+ engagements per week</i>	✓	✓	✓
Water Street Website <i>3,700+ unique visitors per month</i>	✓	✓	✓
Spring eMessenger Digital Newsletter <i>e-mailed monthly to 16,500+</i>	✓	✓	
Spring Messenger Newsletter <i>mailed to 33,000+ homes</i>	✓	✓	
Your sponsorship mention and site link in an SEO optimized press release	✓		
Sponsorship Thanks with Link on Water Street Blog	✓		
Complimentary Tickets	<i>16 Tickets</i>	<i>8 Tickets</i>	<i>4 Tickets</i>



Drive Away Hunger

annual golf tournament

Summer



Supporting the general ongoing financial needs of Water Street Mission, the annual golf tournament is played on one of our area's more picturesque and relaxed courses. After a round of golf and a catered meal, participants walk away happy and refreshed.

Audience: *This event attracts a cross section of independent professionals, corporate managers and small/medium size business owners.*

Your company branding included in the following BENEFITS:	LEVELS		
	Platinum \$10,000	Gold \$5,000	Silver \$3,000
Registration Table Sign	✓	✓	✓
Table Tents	✓	✓	✓
Solo Facebook Post with Link <i>5,200+ fans / 400+ engagements per week</i>	✓	✓	✓
Water Street Website <i>3,700+ unique visitors per month</i>	✓	✓	✓
Snack Stand Signs	✓	✓	✓
Tee Sign at Hole-In-One	✓	✓	
Golf Cart Signs	✓	✓	
Summer eMessenger Digital Newsletter <i>e-mailed monthly to 16,500+</i>	✓	✓	
Summer Messenger Newsletter <i>mailed to 33,000+ homes</i>	✓	✓	
Event Welcome Banner	✓		
Your sponsorship mention and site link in an SEO optimized press release	✓		
Complimentary Passes	<i>16 Passes</i>	<i>12 Passes</i>	<i>8 Passes</i>

Ask about our optional Hole Sponsorships



Isaiah 61 Awards Banquet
*celebrating our
 lancaster community*

Fall



The Isaiah 61 Awards Banquet celebrates our local leaders ... those who bring hope to those around them, have overcome challenges, and are actively working to improve our entire Lancaster community.

Audience: *This event reaches Water Street's core volunteer and financial partners, as well as other civic-minded individuals who take an active interest in the well-being of all Lancasterians.*

Your company branding included in the following BENEFITS:	LEVELS		
	Platinum \$10,000	Gold \$5,000	Silver \$3,000
Event Program	✓	✓	✓
PowerPoint at Event	✓	✓	✓
Water Street Website <i>3,700+ unique visitors per month</i>	✓	✓	✓
Solo Facebook Post with Link <i>5,200+ fans / 400+ engagements per week</i>	✓	✓	✓
Fall eMessenger Digital Newsletter <i>e-mailed monthly to 16,500+</i>	✓	✓	✓
Fall Messenger Newsletter <i>mailed to 33,000+ homes</i>	✓		
Event Invitations	✓		
Your sponsorship mention and site link in an SEO optimized press release	✓	✓	
Sponsorship Thanks with Link on Water Street Blog	✓	✓	
Mention in Radio Promotions	✓		



Mission Food Drive

feed the hungry

Fall / Winter



This annual countywide food drive takes place between November and December with the goal to raise over 120,000 pounds of food. Two different Missions take part in this drive and share the donated food among their pantries.

Audience: *Broad cross-section of Central PA residents during the holiday season.*

Your company branding included in the following BENEFITS:	LEVELS		
	Platinum \$10,000	Gold \$5,000	Silver \$3,000
Your logo on 75,000 bags inserted in Sunday edition LNP	✓	✓	
Your logo on boxes and posters in all Lancaster, Dauphin and Lebanon County Turkey Hill Minit Markets, Sharp Shoppers and M&T Banks.	✓	✓	✓
Your logo and site link on our mission food drive web page (<i>last year had over 12,000 unique visits during the drive</i>)	✓	✓	✓
Your sponsorship mention and site link in an SEO optimized press release	✓		
Thanks and link in a solo promoted post on Facebook (<i>5,200+ fans / 400+ engagements per week</i>)	✓	✓	✓
Sponsorship thanks with link on Water Street blog	✓	✓	✓
Thanks and your logo in our Messenger Newsletter (<i>physical mailing to over 33,000</i>)	✓	✓	
Sponsorship thanks with link in an email blast (<i>16,500+</i>)	✓	✓	✓
Mention in radio promotions	✓		
Live radio kickoff	✓		



| What if?

- What if there was no **Wonder Club** to help children from low-income families learn to love God and love learning?
- What if there was no **Teen Haven** to provide a safe environment and help area students grow in their God-given leadership abilities?
- What if there was no **Outreach Center** to help meet the needs of low income families in our community and build cooperative relationships with other organizations who serve our at-risk neighbors?
- What if there was no **Water Street Health Services** to provide high quality medical and dental services to those who could otherwise not afford them?
- What if there was no **Water Street Mission** to provide hope, healing and a hand up to those who are experiencing periodic homelessness?

Since 1905, Water Street Mission provided an environment of hope and healing where Lancaster County's at risk men, women and children can find a hand up and complete restoration with God.

It's hard to imagine Water Street not being a part of our community and I, for one, am glad we don't have to."

~ Mayor Richard Gray

Business Relations Contact

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