



Mission Food Drive

feed the hungry

Winter
Lancaster, York & Dauphin Counties
November - December 2020



This annual countywide food drive takes place between November and December with the goal to raise over 120,000 pounds of food. Other Central PA 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 77,000 bags inserted in Sunday edition LNP	✓	✓	
Your logo on boxes and posters in all Lancaster Turkey Hill Minit Markets, Sharp Shoppers, People's Bank and M&T Banks.	✓	✓	✓
Your logo and site link on our mission food drive web page	✓	✓	✓
Your sponsorship mention and site link in an SEO-optimized press release	✓		
Solo Facebook and Instagram posts 6,000 fans	✓	✓	✓
Sponsorship thanks with link on Water Street blog	✓	✓	✓
Thanks and your logo in our Messenger Newsletter (<i>physical mailing to over 40,000</i>)	✓	✓	
Sponsorship thanks with link in an email blast (<i>36,000+</i>)	✓	✓	✓
Mention in radio promotions	✓		



Top Chefs

dinner & auction

Spring
Lancaster Country Club
Friday April 17, 2020



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 and Instagram posts 6,000 fans	✓	✓	✓
Water Street Website <i>4,300+ unique visitors per month</i>	✓	✓	✓
Spring eMessenger Digital Newsletter <i>e-mailed monthly to 36,000+</i>	✓	✓	
Spring Messenger Newsletter <i>mailed to 40,000+ homes</i>	✓	✓	
Your sponsorship mention and site link in an SEO-optimized press release	✓		
Sponsorship Thanks with Link on Water Street Blog	✓		
Complimentary Tickets	16 Tickets <i>(\$2,000 Value)</i>	8 Tickets <i>(\$1,000 Value)</i>	4 Tickets <i>(\$600 Value)</i>



Drive Away Hunger

annual golf tournament

Summer
Meadia Heights Golf Club
Friday June 19, 2020



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 leaders 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 and Instagram posts 6,000 fans	✓	✓	✓
Water Street Website <i>4,300+ 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 36,00+</i>	✓	✓	
Summer Messenger Newsletter <i>mailed to 40,000+ homes</i>	✓	✓	
Event Welcome Banner	✓		
Your sponsorship mention and site link in an SEO-optimized press release	✓		
Complimentary Passes	16 Passes <i>(\$1,600 Value)</i>	12 Passes <i>(\$1,200 Value)</i>	8 Passes <i>(\$800 Value)</i>

Hosted By

Fall



A Night to Celebrate What Unites Us!

Come join with faith-based individuals & families throughout Lancaster County

YOUR
LOGO
HERE

REVERBERATE

2019

Sponsorship

Your company branding included in the following **BENEFITS**

LEVELS

	Marquis \$20,000	Director \$10,000	Producer \$5,000	Partner \$2,500
Logo on t-shirt front	✓			
Logo on t-shirt back		✓	✓	✓
60-90 Second spotlight interview video on social media	✓	✓		
Co-branded with Water Street and WJTL as Event Hosts	✓			
Solo Facebook and Instagram posts 6,000 fans	✓	✓	✓	
Company spotlight/thanks email solo to 36,000+	✓			
Company spotlight/thanks blog post with backlink	✓	✓		
Logo and mention as co-host in Messenger 40,000	✓			
WJTL on air mention as co-host in ads	✓			
Company name and URL link in event press release	✓	✓	✓	
Logo on sponsor board	✓	✓	✓	✓
Group thanks on Facebook	✓	✓	✓	✓
Group thanks and logo in Messenger 40,000+	✓	✓	✓	✓
Group thanks and logo/link on Blog post	✓	✓	✓	✓
Logo on social video post	✓	✓	✓	✓
Logo as sponsor on email Event promos 36,000+	✓	✓	✓	✓

LOCATION: TBA

SEPTEMBER 2020

6:30 - 9:00PM





Isaiah 61 Awards Celebration
*and student film
 competition screening*

Fall
 Viva Centre At Woodcrest Villa
November 2020



The Isaiah 61 Awards Celebration spotlights our local leaders ... those who bring hope to those around them, and are actively working to improve our entire Lancaster community. The night also includes awards for students who have produced films that promote the Isaiah 61 spirit.

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>4,300+ unique visitors per month</i>	✓	✓	✓
Solo Facebook and Instagram posts 6,000 fans	✓	✓	✓
Fall eMessenger Digital Newsletter <i>e-mailed monthly to 36,000+</i>	✓	✓	✓
Fall Messenger Newsletter <i>mailed to 40,000+ 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	✓		
Logo on Social Video Post	✓	✓	

FILM AWARD UNDERWRITER — \$8,000
 Providing Cash Awards for 3 High School and 3 College Students



Special Mention + Logo
 On Awards At Event And
 Press Release Inclusion