

Maine Children's Home (MCH) builds and strengthens families and their children, instilling hope for the future and a better quality of life. MCH can fulfill this mission because generous people and businesses like you provide financial support. **Sponsoring MCH directly serves these children and families while also providing marketing benefits for your brand.** Every sponsorship truly makes a difference for every child and family served through MCH—thank you.

◇ **Organization Sponsors — statewide reach**

“MCH News,” starting at \$10,000 – Your sponsorship meets a critical need and helps MCH reach thousands of program participants, donors, and other community members with mailed and emailed program news, impact stories, and important family resources.

“Double My Donation” Matching Gift, starting at \$7,500 – Individual donors are often extra motivated to give when there's a promise of a matching gift. Your sponsorship of a matching gift for MCH's broad fundraising appeals will reach thousands of people and double your generosity, serving children and families and helping other people experience the excitement and joy of giving.

GivingTuesday, starting at \$5,000 – Lead the way for GivingTuesday, the annual global giving day the Tuesday after Thanksgiving. Your sponsorship kicks off MCH's GivingTuesday appeal reaching thousands of people through digital media and motivates others to join you in giving.

◇ **Christmas / Winter Essentials Program Sponsors — statewide reach**

Youth Expansion, starting at \$10,000 – expanding program service to include youths ages 13–17 in receiving hand-picked gifts and winter essentials (the previous age limit was 12)

Gift Distribution, starting at \$7,500 – helping gifts and essentials arrive in the arms of 1,200+ children whose families face financial hardship in all 16 Maine counties

Gift Inventory, starting at \$5,000 – helping our systems personalize each child's gifts to their interests

Volunteer, starting at \$2,500 – celebrating hard-working volunteers who hand-pick each child's box

◇ **Journey Program Sponsors — statewide reach**

Parenting Education, starting at \$7,500 – offering in-person and virtual education and mentoring for young people ages ~14–24 who are pregnant and/or parenting

Counseling & Support Groups, starting at \$5,000 – offering results-based, gold-standard group support for pregnant and parenting young people (in-person and virtual)

◇ **Family Adoption Program Sponsors — statewide reach**

Adoptive Family Support, starting at \$10,000 – offering lifetime supportive services to adoptive families and children across Maine or living elsewhere who completed adoptions with MCH

Birthparent Support, starting at \$7,500 – offering counseling and other supportive services to birthparents considering or completing adoption

Adoption Awareness Month, starting at \$5,000 – supporting special MCH activities in November

Emergency Fund, starting at \$2,500 – addressing unexpected challenges before they become life-altering for birthparents

◇ **Family Counseling Center Sponsors — primarily Kennebec & Somerset counties**

Family Support, starting at \$5,000 – helping provide resources to support families in counseling

Play Therapy, starting at \$2,500 – helping provide resources to support children in play therapy

continued on following page

Please choose your desired sponsorship(s) from the previous page, review the associated benefits below, then complete the Sponsor Commitment Form. These sponsorships are for one calendar year and may be pledged to renew for up to three years. Multiple sponsorships of each type are available.

◇ Organization & Program Sponsor Benefits

\$2,500–\$4,999 sponsors are gratefully recognized through:

- name and sponsor type placement on related website pages, print pieces, and advertising
- name and sponsor type placement in related digital promotion (social media, emails)
- name placement in an organization video for MCH's Annual Meeting & Celebration
- verbal identification from the podium at MCH's Annual Meeting & Celebration
- one (1) ticket to attend MCH's Annual Meeting & Celebration (value determined by ticket cost, if any)
- an end-of-year sponsor report, detailing where and how your brand was recognized

\$5,000–\$7,499 sponsors are gratefully recognized through:

- name, logo, and sponsor type placement on related website pages, print pieces, and advertising
- name, logo, and sponsor type placement in related digital promotion (social media, emails)
- name and sponsor type placement in an organization video shown at MCH's Annual Meeting & Celebration
- verbal identification from the podium at MCH's Annual Meeting & Celebration
- two (2) tickets to attend MCH's Annual Meeting & Celebration (value determined by ticket cost, if any)
- an end-of-year sponsor report, detailing where and how your brand was recognized

\$7,500–\$9,999 sponsors are gratefully recognized through:

- significant name, logo, and sponsor type placement on related website pages (including a hyperlink to your business), print pieces, and advertising
- significant logo and sponsor type placement in related digital promotion (social media, emails)
- logo placement in an organization video shown at MCH's Annual Meeting & Celebration and on social media
- verbal identification from the podium at MCH's Annual Meeting & Celebration
- four (4) tickets to attend MCH's Annual Meeting & Celebration (value determined by ticket cost, if any)
- an end-of-year sponsor report, detailing where and how your brand was recognized

\$10,000–\$14,999 sponsors are gratefully recognized through:

- prominent name, logo, and sponsor type placement on related print pieces, website pages (including a hyperlink to your business), and advertising
- prominent logo and sponsor type placement in related digital promotion (social media, emails)
- prominent logo placement in an organization video shown at MCH's Annual Meeting & Celebration and on social media
- introduction from the podium and an invitation to speak and share your reason for sponsorship support at MCH's Annual Meeting & Celebration (up to two minutes)
- six (6) tickets to attend MCH's Annual Meeting & Celebration (value determined by ticket cost, if any)
- an end-of-year sponsor report, detailing where and how your brand was recognized

\$15,000+ sponsors are gratefully recognized with customizable benefits.

Not seeing an opportunity that's a fit? Looking for other ways to give? Let's work together to create the opportunity that's right for your business! Contact Anna Cooney, Director of Donor Engagement at Giving@MaineChildrensHome.org or 207-873-4253, ext. 209.

Maine Children's Home (MCH) builds and strengthens families and their children, instilling hope for the future and a better quality of life. **Sponsoring MCH directly serves these children and families and provides marketing benefits for your brand.** MCH events reach hundreds of people each year, and their success is possible because of generous business sponsors like you. Every sponsorship truly makes a difference for each child and family served through MCH—thank you.

◆ **Maine Children's Home Events**

MCH Annual Meeting & Celebration

This ticketed event is held in April, with a guest list of MCH Board of Directors, sponsors, donors, staff, and volunteers. The event includes brunch, a message from the Executive Director, hearing from top-level sponsors and program participants, sharing the prior year's impact report, updates on the annual fundraising campaign, and opportunities to mingle with other guests.

Wine & Beer Tasting Fundraising Event

Our signature fundraising event in May features tasting tours of wine and beer flights, hors d'oeuvres, souvenir tasting glasses, an auction, a wine pull, and entertainment. Tickets and tables will be available for sale to individual donors, businesses, and the public.

MCH Community Block Party

This biennial event in August has summertime fun for everyone, with yummy eats; activities for children, teens, and the young-at-heart; and a resource fair with program booths highlighting important aspects of well-being. The Block Party is held at the MCH campus and is open to all.

Fall Donor Appreciation Event

This invitation-only event thanks individual leadership donors in our generous community and features a cocktail hour with hors d'oeuvres and beverages, and an opportunity to mingle with MCH leaders and staff and other donors. Fall date and location to be announced.

◆ **Event Sponsorship Levels & Benefits**

Any sponsorship level below is for one event occurring in one calendar year and may be pledged to renew for up to three years. You may sponsor more than one event and may sponsor different events at different levels.

Please choose your desired event(s) and associated sponsor level(s) and benefits, then complete the Sponsorship Commitment Form.

Presenting Sponsor, starting at \$10,000

One sponsorship available per event. Benefits are customizable for sponsorships \$15,000+.

You are gratefully recognized as the sole presenting sponsor of the event through:

- ◆ premiere logo placement on the MCH website (including a hyperlink), other relevant event web pages, and in all event advertising
- ◆ premiere logo and sponsor level placement in all event print pieces
- ◆ premiere logo and sponsor level placement in digital event promotion (social media, emails)
- ◆ logo prominently displayed on the main stage/platform at event
- ◆ an introduction at the event as the Presenting Sponsor and opportunity to speak and share your reasons for becoming a sponsor, if desired (up to two minutes)
- ◆ premiere logo placement in a program video shown at the event and on social media
- ◆ six (6) invitations to attend the sponsored event (value determined by ticketing, if any)

continued on following page

continued from previous page

Platinum Sponsor, \$7,500-\$9,999

Multiple sponsorships available per event.

You are gratefully recognized through:

- ◆ significant logo placement on the MCH website, other relevant web pages, and advertising, including any printed pieces for the event
- ◆ logo and sponsor level in all social media posts and promotional emails for the event
- ◆ verbal identification from stage at the event
- ◆ logo placement in a program video shown at the event and on social media
- ◆ four (4) invitations to attend the sponsored event (value determined by specific event ticketing, if any)

Gold Sponsor, \$5,000-\$7,499

Multiple sponsorships available per event.

You are gratefully recognized through:

- ◆ logo placement on the MCH website, relevant web pages, and event advertising, including print pieces for the event
- ◆ name and sponsorship level in social media posts and promotional emails for the event
- ◆ verbal identification from stage at the event
- ◆ name placement in a program spotlight video shown at the event and on social media
- ◆ two (2) invitations to attend the sponsored event (value determined by specific event ticketing, if any)

Silver Sponsor, \$2,500-\$4,999

Multiple sponsorships available per event.

You are gratefully recognized through:

- ◆ name placement on the MCH website, other relevant event web pages, and event advertising, including any event printed programs
- ◆ name in social media posts and promotional emails for the event
- ◆ verbal identification from stage at the event
- ◆ one (1) invitation to attend the sponsored event (value determined by specific event ticketing, if any)

Bronze Sponsor, \$1,000-\$2,499

Multiple sponsorships available per event.

You are gratefully recognized through:

- ◆ acknowledgment on the MCH website and other relevant event web pages and advertising, including any printed program for the event
- ◆ social media posts and promotional emails for the event

Not seeing an opportunity that's a fit? Looking for other ways to give? Let's work together to create the opportunity that's right for your business! Contact Anna Cooney, Director of Donor Engagement at Giving@MaineChildrensHome.org or 207-873-4253, ext. 209.



Sponsor Commitment Form

Name of Organization: _____

Contact Name: _____

Billing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Website: _____

Logo: please email your logo to Chelsea Ellis at CEllis@MaineChildrensHome.org

Identify Your Sponsorship Interest(s)

PROGRAM/ORGANIZATION: _____

Sponsor Type: _____

Sponsorship Amount: _____

- Sponsor for 2024
- Sponsor for 2025
- Sponsor for 2024 & 2025
- Sponsor for 2025 & 2026
- Sponsor for 2024, 2025, & 2026

EVENT(s): _____

Sponsor Level: _____

Sponsorship Amount: _____

- Sponsor for 2024
- Sponsor for 2025
- Sponsor for 2024 & 2025
- Sponsor for 2025 & 2026
- Sponsor for 2024, 2025, & 2026

Choose Your Payment Method(s)

- Payment:**
- Check enclosed
 - Invoice me each year
 - Invoice me for the total
 - VISA
 - Mastercard
 - Am. Express

Name on Card: _____

Account #: _____

Expiry Date: _____ **Security Code:** _____

Authorized Signature: _____ **Date:** _____

Return Completed Form and Check/Payment Information

Maine Children's Home ATTN: Anna Cooney, Director of Donor Engagement
93 Silver Street
Waterville, ME 04901

Contact Anna with questions: Giving@MaineChildrensHome.org or 207-873-4253, ext. 209.
We will gratefully confirm your sponsorship upon receipt.

Thank you for supporting Maine children and families!