



# Sponsorship Packet

Opportunities to strengthen families  
with Maine Children's Home



[MaineChildrensHome.org/Give](https://MaineChildrensHome.org/Give)  
93 Silver Street, Waterville, Maine 04901  
207-873-4253, ext. 209

# Sponsorships Make a Difference

Sponsorships are annual partnerships with Maine Children’s Home (MCH) that provide marketing benefits for companies and are separate from annual individual and business philanthropic giving to MCH. Sponsorships help cover costs for events and initiatives, helping our fundraised donations go to the MCH mission — *to build and strengthen families* — through our core programs.

Every sponsorship ultimately makes a difference for each child and family served through MCH.

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Sponsorships and benefits run for one calendar year. Please choose a sponsorship type from this page and benefits from the following page. Multiple sponsors may choose the same type.

Any sponsors who give separate annual philanthropic donations are also recognized in the MCH Circle of Generosity donor levels.

## ◇ Organization Sponsors — statewide visibility

**MCH News Sponsor** – Your sponsorship dollars meet a critical need and help MCH reach thousands of program participants, donors, and other community members with mailed and emailed program newsletters, impact stories, and important family resources.

**Fundraising Campaign Sponsor** – Your sponsorship of MCH's broad fundraising appeals reaches thousands of people by mail and email, serving children and families by helping others experience the excitement and joy of giving.

**Media Sponsor** – Your sponsorship reaches thousands of people, promoting awareness of MCH and its programs and services through public media such as radio, newspaper, television, and social media.

## ◇ Christmas / Winter Essentials Program Sponsors — statewide program reach

Your sponsorship dollars help cover logistic and resource costs for the program and ultimately help gifts and essentials reach 1,400+ children and youth facing financial hardship in all 16 Maine counties.

**Teen Expansion Sponsor**

**Giving Tree Drive Sponsor**

**Care Package Distribution Sponsor**

**Christmas/Winter Essentials Volunteer Sponsor**

## ◇ Journey Program Sponsors — statewide program reach

Your sponsorship dollars help cover logistic and resource costs for the program and ultimately help offer education, mentoring, and support for expectant and parenting young people ages ~14-24.

**Parenting Education Sponsor**

**Counseling & Support Groups Sponsor**

## ◇ Family Adoption Program Sponsors — statewide program reach

Your sponsorship dollars help cover logistic and resource costs and ultimately help offer counseling to expectant parents considering adoption and lifetime supportive services to families, children, and birthparents completing adoption with MCH.

**Adoption Awareness Month Sponsor**

**Family Adoption Emergencies Sponsor**

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

Your sponsorship dollars help cover logistic and resource costs and ultimately help provide resources to support families in counseling and children in play therapy.

**Family Resources Sponsor**

**Play Therapy Sponsor**

Not seeing an opportunity that's a fit? Looking for ways to support that don't involve benefits? 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](mailto:Giving@MaineChildrensHome.org) or 207-873-4253, ext. 209.

After choosing your sponsorship type from the prior page, choose your desired sponsorship level(s) and benefit(s) below, then complete the Sponsor Commitment Form.

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

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

- ◆ prominent name, logo, and sponsor type/level on related print pieces, website pages (including a hyperlink to your business), and advertising
- ◆ prominent logo and sponsor type/level in related digital promotion (social media, emails)
- ◆ prominent placement in a video for MCH's Annual Meeting & Celebration and social media
- ◆ introduction from the podium and an invitation to speak and share your reason for sponsorship support at the Annual Meeting & Celebration (up to one minute)
- ◆ eight (8) invitations to the next Annual Meeting & Celebration (value determined by any ticket cost)
- ◆ an end-of-year sponsor report, detailing where and how your brand was recognized

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

- ◆ significant name, logo, and sponsor type/level on related website pages (including a hyperlink to your business), print pieces, and advertising
- ◆ significant logo and sponsor type/level in related digital promotion (social media, emails)
- ◆ logo in a video shown at MCH's Annual Meeting & Celebration and on social media
- ◆ verbal identification from the podium at the Annual Meeting & Celebration
- ◆ six (6) invitations to the next Annual Meeting & Celebration (value determined by ticket cost, if any)
- ◆ an end-of-year sponsor report, detailing where and how your brand was recognized

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

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

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

- ◆ name and sponsor type/level on related website pages, print pieces, and advertising
- ◆ name and sponsor type/level in related digital promotion (social media, emails)
- ◆ name in a video for MCH's Annual Meeting & Celebration
- ◆ verbal identification from the podium at the Annual Meeting & Celebration
- ◆ two (2) invitations to the next Annual Meeting & Celebration (value determined by ticket cost, if any)

◇ **Bronze – \$1,500–\$2,499 sponsors are gratefully recognized through:**

- ◆ name and sponsor type/level on related website pages, print pieces, and advertising
- ◆ name and sponsor type/level in related digital promotion (social media, emails)
- ◆ one (1) invitation to the next Annual Meeting & Celebration (value determined by ticket cost, if any)

◇ **Partner – \$1,000–\$1,499 sponsors are gratefully recognized through:**

- ◆ name and sponsor type/level placement on related website pages and print pieces
- ◆ one (1) invitation to the next Annual Meeting & Celebration (value determined by ticket cost, if any)

Event sponsorships, levels, and benefits run for one calendar year and may be pledged for up to three years. Please choose the event from this page and the benefits level from the following page, then complete the Sponsorship Commitment Form. Multiple sponsors may choose the same event.

In-kind sponsorships (e.g., catering, beverage, venue) are available upon request.

Any sponsors who give separate annual philanthropic donations are also recognized in the MCH Circle of Generosity donor levels.

## Maine Children's Home 2025 Events

### ◇ **MCH Annual Meeting & Celebration**

Save the date for April 10, 2025, at 8 a.m.!

This event's guest list includes MCH Board of Directors, sponsors, partners, donors, volunteers, and staff (attendance varies between 150-250 attendees, depending on the year).

The 2025 Annual Meeting & Celebration celebrates completing our 125th year and includes a delicious breakfast, a short message from the Executive Director, hearing from top-level sponsors and program participants, the prior year's impact report and video, the annual fundraising campaign update, and opportunities to mingle with other guests.

Location to be announced.

### ◇ **Biennial Summer Community Event**

This free event for the Waterville community offers summertime fun for everyone, with yummy food; activities for children, teens, and the young-at-heart; and a resource fair highlighting important aspects of well-being. Attendance is expected in the hundreds.

Details are being finalized for 2025. This event is expected to take place in August.

### ◇ **Fall Donor Appreciation Event**

This invitation-only event thanks and recognizes the people in our generous community who give, and features hors d'oeuvres, desserts, wine tasting and other beverages, and an opportunity to mingle with MCH leaders and staff and other donors. Attendance is expected between 100-200, with a larger invitation list.

Details are being finalized for 2025. This event is expected to occur in September.

*Not seeing an opportunity that's a fit? Looking for other ways to make an impact?*

*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](mailto:Giving@MaineChildrensHome.org) or 207-873-4253, ext. 209.

Levels and benefits are for one calendar year and may be pledged for up to three years. You may sponsor multiple events at different levels. Levels may have multiple sponsors, except as noted below.

## ◆ **Presenting – starting at \$15,000**

- ◆ One presenting sponsorship available per event. You are gratefully recognized with customizable benefits. Contact Anna Cooney for more information: 207-873-4253, ext. 209.

## ◆ **Platinum – \$10,000–\$14,999 sponsors are gratefully recognized through:**

- ◆ prominent logo, name, and sponsor level placement on related print pieces, website pages (including a hyperlink), press releases, and all event advertising
- ◆ prominent 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 and opportunity to share your reasons for becoming a sponsor, if desired (up to one minute)
- ◆ logo in a video at the event (or the next Annual Meeting & Celebration) and on social media
- ◆ eight (8) invitations to the sponsored event or the next Annual Meeting & Celebration (value determined by any ticket cost)

## ◆ **Diamond – \$7,500–\$9,999 sponsors are gratefully recognized through:**

- ◆ significant logo, name, and sponsor level placement on related print pieces, website pages, press releases, and all event advertising
- ◆ significant logo and sponsor level placement in social media and emails promoting the event
- ◆ verbal identification from stage at the event
- ◆ logo in a video at the event (or the next Annual Meeting & Celebration) and on social media
- ◆ six (6) invitations to the sponsored event or the next Annual Meeting & Celebration (value determined by any ticket cost)

## ◆ **Gold – \$5,000–\$7,499 sponsors are gratefully recognized through:**

- ◆ logo and sponsor level on related print pieces, website pages, press releases, and advertising
- ◆ name and sponsorship level in social media posts and promotional emails for the event
- ◆ verbal identification from stage at the event
- ◆ name in a video at the event (or the next Annual Meeting & Celebration) and on social media
- ◆ four (4) invitations to the event or the next Annual Meeting & Celebration (value determined by any ticket cost)

## ◆ **Silver – \$2,500–\$4,999 sponsors are gratefully recognized through:**

- ◆ name on relevant website pages, print pieces, and event advertising
- ◆ name in social media posts and promotional emails for the event
- ◆ verbal identification from stage at the event
- ◆ two (2) invitation to the event or the next Annual Meeting & Celebration (value determined by any ticket cost)

## ◆ **Bronze – \$1,500–\$2,499 sponsors are gratefully recognized through:**

- ◆ name on the MCH website and other relevant event web pages and advertising, including any printed program for the event
- ◆ name in social media posts and promotional emails for the event
- ◆ one (1) invitation to the event or the next Annual Meeting & Celebration (value determined by any ticket cost)

## ◆ **Partner – \$1,000–\$1,499 sponsors are gratefully recognized through:**

- ◆ name and sponsor type/level on related website pages and print pieces
- ◆ one (1) invitation to the event or next Annual Meeting & Celebration (value determined by ticket cost)

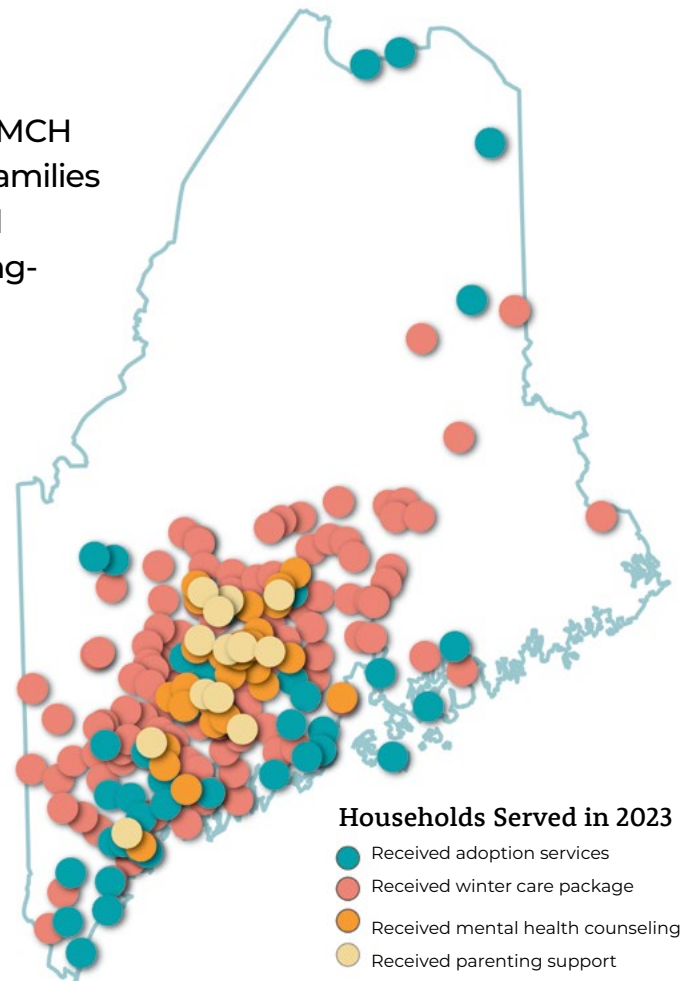


Former Journey Program participant Allison (top right) poses with her family. “The stability and support provided by Maine Children’s Home were crucial, especially as a young mother and someone who didn’t always have steady places to be. It was so reassuring to always have the program there,” Allison said recently about her time in the young parent program at MCH.

## Our Reach in Maine

With the help of sponsors, donors, and volunteer, MCH fulfills its mission to build and strengthen Maine families through four core programs that provide essential items during the winter and holiday months, young-parent education and support, mental health services, and adoption services.

These programs and services help thousands of children and families each year across Maine.



## Our Audience

<b>Average Monthly Website Views</b>	5,869+
<b>Email Subscribers</b>	4,103+
<b>Social Media</b>	
Facebook Followers	5,378+
Instagram Followers	1,095+
LinkedIn Followers	254+

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

## Identify Your Sponsorship Opportunity, Type, Level, and Amount

**PROGRAM/ORGANIZATION:** \_\_\_\_\_

**Sponsor Type:** \_\_\_\_\_

**Sponsor Level:** \_\_\_\_\_

**Sponsorship Amount:** \_\_\_\_\_

Sponsor for 2025

Sponsor for 2026

Sponsor for 2025 & 2026

**EVENT:** \_\_\_\_\_

**Sponsor Level:** \_\_\_\_\_

**Sponsorship Amount:** \_\_\_\_\_

Sponsor for 2025

Sponsor for 2026

Sponsor for 2025 & 2026

**Total Sponsorship Amount:** \_\_\_\_\_

## Choose and Authorize Your Payment Method

**Payment:**  Check enclosed

Invoice me each year

Invoice me for the total

Charge to  VISA

Mastercard

Am. Express

Name on Card: \_\_\_\_\_

Card No. \_\_\_\_\_

Expiry Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Authorize Your Sponsorship Commitment

I/we have emailed a high-resolution logo to Chelsea Ellis at [CEllis@MaineChildrensHome.org](mailto:CEllis@MaineChildrensHome.org).

I/we understand that a sponsorship gives me/the Organization only the benefits detailed in the 2025 Maine Children's Home sponsorship information packet and does not provide other services or rights.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Return Completed Form and Check/Payment Information

Maine Children's Home ATTN: Development - Sponsorships

93 Silver Street

Waterville, ME 04901

We will gratefully confirm your sponsorship upon receipt. Please contact Anna Cooney with questions: [Giving@MaineChildrensHome.org](mailto:Giving@MaineChildrensHome.org) or 207-873-4253, ext. 209.

*Maine Children's Home (MCH) is a 501(c)(3) organization that offers programs for building and strengthening families and their children, instilling hope for the future and a better quality of life.*





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