

A photograph of several young children in a classroom setting. They are sitting at tables, some looking at books or papers. The background shows shelves with various toys and educational materials. The image is slightly faded to allow text to be overlaid.

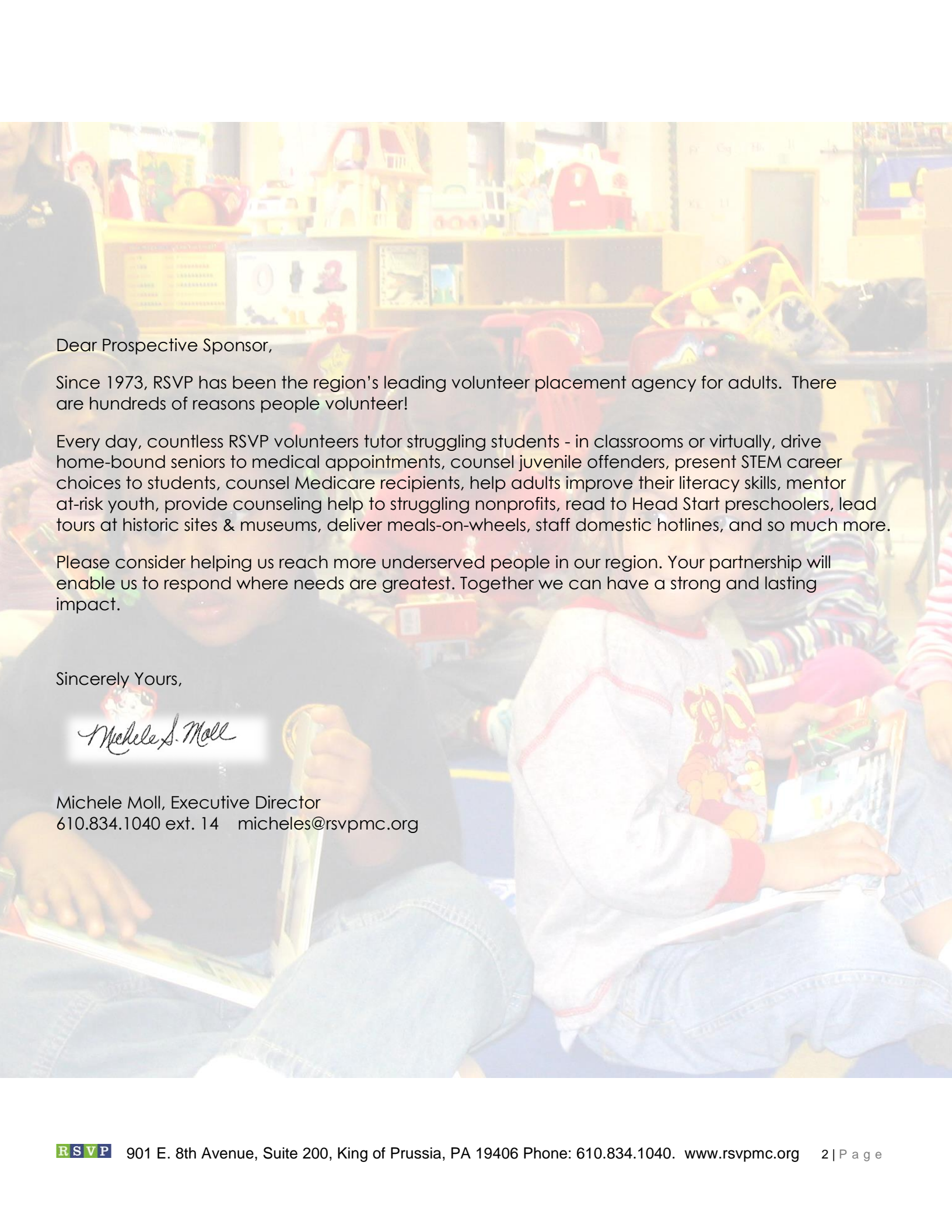
R S V P

***Responding to Community Needs
Through Volunteerism!***

**BECOME A
SPONSOR**

R S V P

***Partner with us
Change the world***

A background image showing a group of young children sitting on the floor in a classroom, looking at books. The room is filled with educational toys and books on shelves in the background.

Dear Prospective Sponsor,

Since 1973, RSVP has been the region's leading volunteer placement agency for adults. There are hundreds of reasons people volunteer!

Every day, countless RSVP volunteers tutor struggling students - in classrooms or virtually, drive home-bound seniors to medical appointments, counsel juvenile offenders, present STEM career choices to students, counsel Medicare recipients, help adults improve their literacy skills, mentor at-risk youth, provide counseling help to struggling nonprofits, read to Head Start preschoolers, lead tours at historic sites & museums, deliver meals-on-wheels, staff domestic hotlines, and so much more.

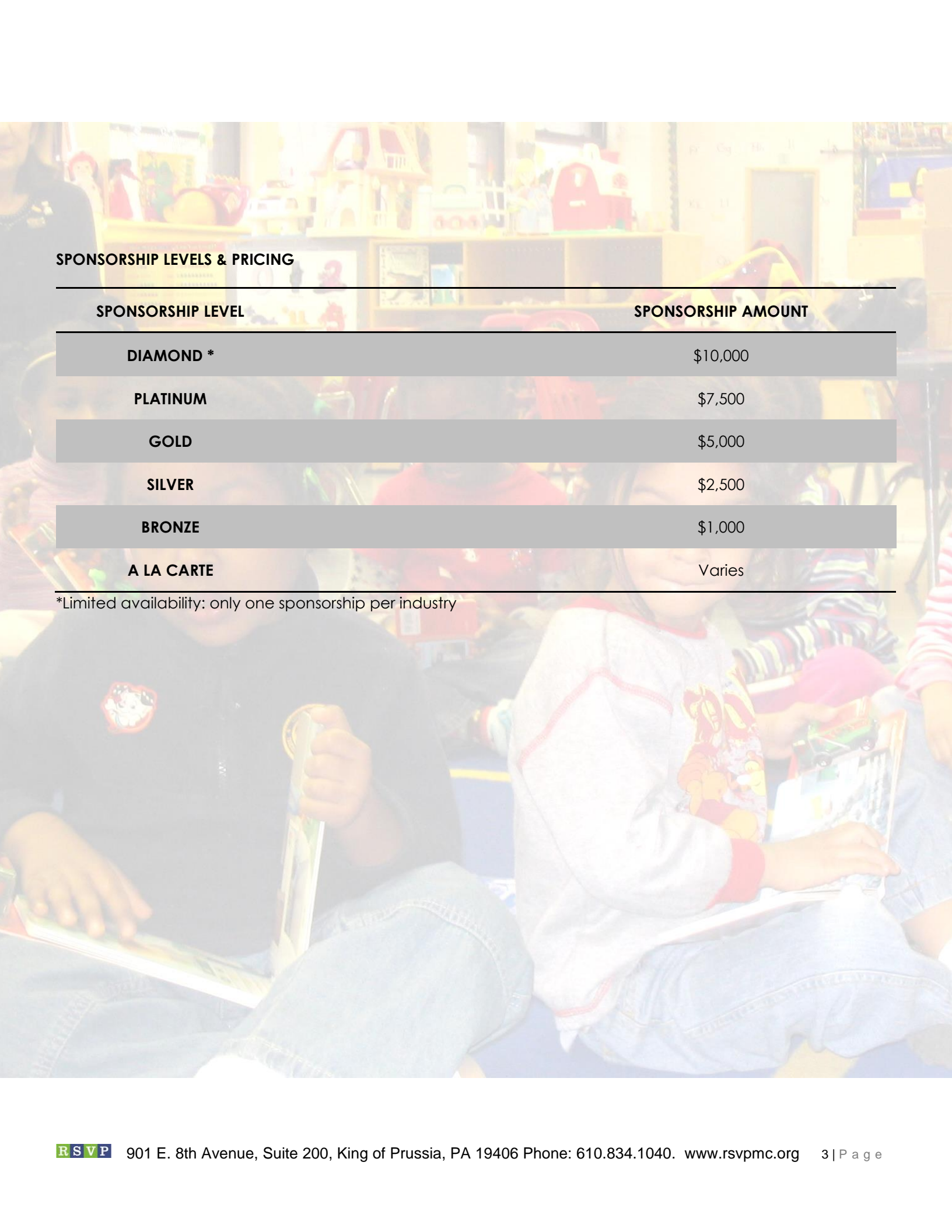
Please consider helping us reach more underserved people in our region. Your partnership will enable us to respond where needs are greatest. Together we can have a strong and lasting impact.

Sincerely Yours,

A handwritten signature in black ink that reads "Michele S. Moll".

Michele S. Moll

Michele Moll, Executive Director
610.834.1040 ext. 14 micheles@rsvpmc.org



SPONSORSHIP LEVELS & PRICING

SPONSORSHIP LEVEL	SPONSORSHIP AMOUNT
DIAMOND *	\$10,000
PLATINUM	\$7,500
GOLD	\$5,000
SILVER	\$2,500
BRONZE	\$1,000
A LA CARTE	Varies

*Limited availability: only one sponsorship per industry

2016 SPONSORSHIP PACKAGE SUMMARY

EVENTS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Run Wild	•	•	•	•	•
Meet the Funders	•	•	•	•	
Sponsoring a Book Drive	•	•	•	•	
Recognition Ad Book	<i>All Events</i>	<i>1 Event</i>	<i>1 Event</i>		
Community Outreach	•	•	•		
Team Building Events	Pick two	Pick one			
Giving Tuesday Event	•				
Volunteer Orientation	•				
Joint Partner Event	•				
PROGRAMS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	<i>All programs</i>	<i>6 Programs</i>	<i>4 Programs</i>	<i>3 Programs</i>	<i>1 Program</i>
My Free Tutor	•				
Family Literacy	•				
America Reads	•				
Protégé	•				
Help on Call	•				
APPRISE	•				
Adult Literacy	•				
Executive Consultants	•				

PROMOTION	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Website	•	•	•	•	•
Volunteer Handbook	•	•	•	•	
Ripple Newsletter	•	•	•	•	
Social Media	•	•			
E-Newsletter	•	•			
Event Email Marketing	•				
News Article	•				

RSVP Program	Population Served
My Free Tutor/Students	Disadvantaged H.S. Students
My Free Tutor/Veterans	College Bound Veterans
STEM Talks	Middle and High School Students
Family Literacy	Disadvantaged Preschoolers
America Reads	K-5 Students
Protégé	At-Risk Youth
Help on Call	Low-Income Seniors
APPRISE	Medicare Recipients 65+ and their families
Adult Literacy	Adults Seeking ESL, GED, Basic Literacy Support
Volunteer Executive Consultants	Nonprofits Seeking Consultation Support
Community Links	Nonprofits Seeking Volunteer Support

RSVP Program	Description
My Free Tutor	Tutors provide virtual one-on-one instruction to high school students and to veterans preparing for college through hour-long weekly online sessions.
STEM Talks	Professionals expose students to career possibilities through interactive presentations.
Family Literacy	Volunteer readers make story time come to life for Head Start preschoolers, helping students develop a love for books and reading. A component educates parents on the importance of reading at home, offering adult literacy support if requested.
America Reads	Reading coaches offer guidance, support and encouragement helping students read, write and comprehend efficiently.
Protégé	Mentors form ongoing relationships with at-risk students and have a profound impact on their lives resulting in greater academic and life success.
Help on Call	Volunteers provide in-home support with bookkeeping, shopping, minor repairs and transportation to appointments while providing critical social interaction.
APPRISE	State-trained volunteer Medicare counselors provide unbiased information on coverage options, assistance programs and prescription plans.
Adult Literacy	Volunteers help increase economic opportunities for adults through GED, ESL and basic literacy tutoring.
Volunteer Executive Consultants	Volunteers are business professionals who help build the management capacity of nonprofits.
Community Links	Volunteers are matched with any of 200+ regional nonprofits needing support

RSVP Publicity Opportunities	Frequency	Description
E-Newsletter	Quarterly	Logo and Link
Website	Ongoing/Quarterly	Logo and Link Matrix
Social Media	Ongoing/Weekly	Post updates/Shares/Likes
Event Email Marketing	Annually	Logo and Link
Ripple Newsletter	Annually	Logo
News Article	Monthly	Spotlight
Volunteer Handbook	Annually	Ad/Logo - Online and Hard Copy

Demographic Opportunities	Age/Description	Location
Volunteers	18 and older with average age 67	Multi-county residents throughout the Greater Delaware Valley
Clients Served by Volunteers	3 to 100	Multi-county residents throughout the Greater Delaware Valley
Families/Friends of Clients	3 to 100	Multi-county residents throughout the Greater Delaware Valley
Community Partners	Referring Agencies, Program Administrators	Multi-county residents throughout the Greater Delaware Valley
Nonprofit Partners	Agencies served by RSVP Volunteers	Multi-county residents throughout the Greater Delaware Valley
Event Attendees	3 to 100	Multi-county residents throughout the Greater Delaware Valley
General Public via Publicity	3 to 100	Multi-county residents throughout the Greater Delaware Valley

Diamond Sponsorship Package \$10,000

Events	<ul style="list-style-type: none"> • Run Wild 5K • Meet the Funders • Sponsor a Book Drive • All Volunteer Recognition Events • Community Outreach Partnership • Giving Tuesday Lead Event Sponsor • Choose Two Employee Team Building/Group Volunteer Events (Book Wraps, Pen Pals, Periodic Table Cards) • Volunteer Orientations • Partnership Event 	<ul style="list-style-type: none"> • Lead Sponsor Branding & Signage at RSVP fund- & awareness-raising events • Exhibitor Table • Speaking opportunities at 5K, Meet the Funders and Volunteer Recognition events • Literature distribution to all attendees • Full page ads in event program books • Prominent logo/link placement on website event page and home page • Prominent logo placement on tee shirt front • Branded give-away opportunities • Social Media blasts for Giving Tuesday include logo w/link • Ten complimentary tickets to 5K
Programs (All Programs are included in Diamond level sponsorship)	<ul style="list-style-type: none"> • My Free Tutor (Students) • My Free Tutor (Veterans) • STEM Talks • Family Literacy • America Reads • Protégé • Help on Call • APPRISE • Adult Literacy • Volunteer Executive Consultants • Community Links 	<ul style="list-style-type: none"> • Prominent logo placement on all program materials • Recognition as sponsor making this program available • Branded give-away opportunities • Home and Program page website placement as program sponsor • Program participation opps for employees
Promotional	<ul style="list-style-type: none"> • Event email marketing • E-Newsletter • Website • Social Media • Ripple Newsletter • Newspaper Articles • Volunteer Handbook • Customized wrapping paper with company logo for use during Family Literacy book wrap • Giving Tuesday social media promotion in November 	<ul style="list-style-type: none"> • 5K promoted to 17,000+ runners • Lead Sponsor logo/link in all electronic media (reaching 2M+ readership) • Lead Sponsor name w/web address in all print media (reaching 50,000+ readership) • Social media promotion of community engagement during employee group activities • 1/2 page ad in Ripple
Networking Opportunities	<ul style="list-style-type: none"> • During all Events listed above 	<ul style="list-style-type: none"> • Access to adults, ages 18 – 95, with an interest in altruism • Access to partner nonprofit organizations, if appropriate • Access to local legislators, if appropriate • Access to public attendees

Platinum Sponsorship Package

\$7,500

Events	<ul style="list-style-type: none"> • Run Wild 5K • Meet the Funders • Sponsor a Book Drive • Community Outreach Partnership • One Volunteer Recognition Event • Choose One Team Building/Group Volunteer Event for your staff 	<ul style="list-style-type: none"> • Sponsor Branding & Signage at all RSVP fund- & awareness-raising events • Exhibitor Table • Speaking opp at selected event • Literature distribution to all event attendees • Half page ads in all event program books • Prominent logo/link placement on website event page and home page • Prominent logo placement on tee shirt front • Branded give-away opportunities • Seven complimentary tickets to 5K
Programs (Choose six programs to sponsor)	<ul style="list-style-type: none"> • My Free Tutor (Students) • My Free Tutor (Veterans) • STEM Talks • Family Literacy • America Reads • Protégé • Help on Call • APPRISE • Adult Literacy • Volunteer Executive Consultants • Community Links 	<ul style="list-style-type: none"> • Prominent logo placement on select program materials • Sponsor recognition supporting this program • Branded give-away opportunities • Home and Program page website placement as program sponsor • Program participation opps for employees
Promotional	<ul style="list-style-type: none"> • E-Newsletter • Website • Social Media • Ripple Newsletter • Volunteer Handbook 	<ul style="list-style-type: none"> • Sponsor logo/link in all electronic media (reaching 2M+ readership) • Sponsor name w/web address in all print media (reaching 50,000+ readership) • 1/2 page ad in Ripple
Networking Opportunities	<ul style="list-style-type: none"> • During all Events listed above 	<ul style="list-style-type: none"> • Access to adults, ages 18 – 95, with an interest in altruism • Access to partner nonprofit organizations, if appropriate • Access to local legislators, if appropriate • Access to public attendees

Gold Sponsorship Package \$5,000

Events	<ul style="list-style-type: none"> • Run Wild 5K • Meet the Funders • Sponsor a Book Drive • Community Outreach Partnership • One Volunteer Recognition Event 	<ul style="list-style-type: none"> • Sponsor Branding & Signage at RSVP fund- & awareness-raising events • Exhibitor Table • Literature distribution to all event attendees • Half page ads in select event program books • Prominent logo/link placement on website event page • Prominent logo placement on tee shirt back • Branded give-away opportunities • Five complimentary tickets to 5K
Programs (Choose four programs to sponsor)	<ul style="list-style-type: none"> • My Free Tutor (Students) • My Free Tutor (Veterans) • STEM Talks • Family Literacy • America Reads • Protégé • Help on Call • APPRISE • Adult Literacy • Volunteer Executive Consultants • Community Links 	<ul style="list-style-type: none"> • Prominent logo placement on select program materials • Sponsor recognition supporting this program • Branded give-away opportunities • Program page website placement as program sponsor • Program participation opportunities for employees
Promotional	<ul style="list-style-type: none"> • Website • Ripple Newsletter • Volunteer Handbook 	<ul style="list-style-type: none"> • Logo with link on sponsor page • 1/4 page ad in Ripple • Branding on Handbook
Networking Opportunities	<ul style="list-style-type: none"> • During all Events listed above 	<ul style="list-style-type: none"> • Access to adults, ages 18 – 95, with an interest in altruism • Access to partner nonprofit organizations, if appropriate • Access to local legislators, if appropriate • Access to public attendees

Silver Sponsorship Package \$2,500

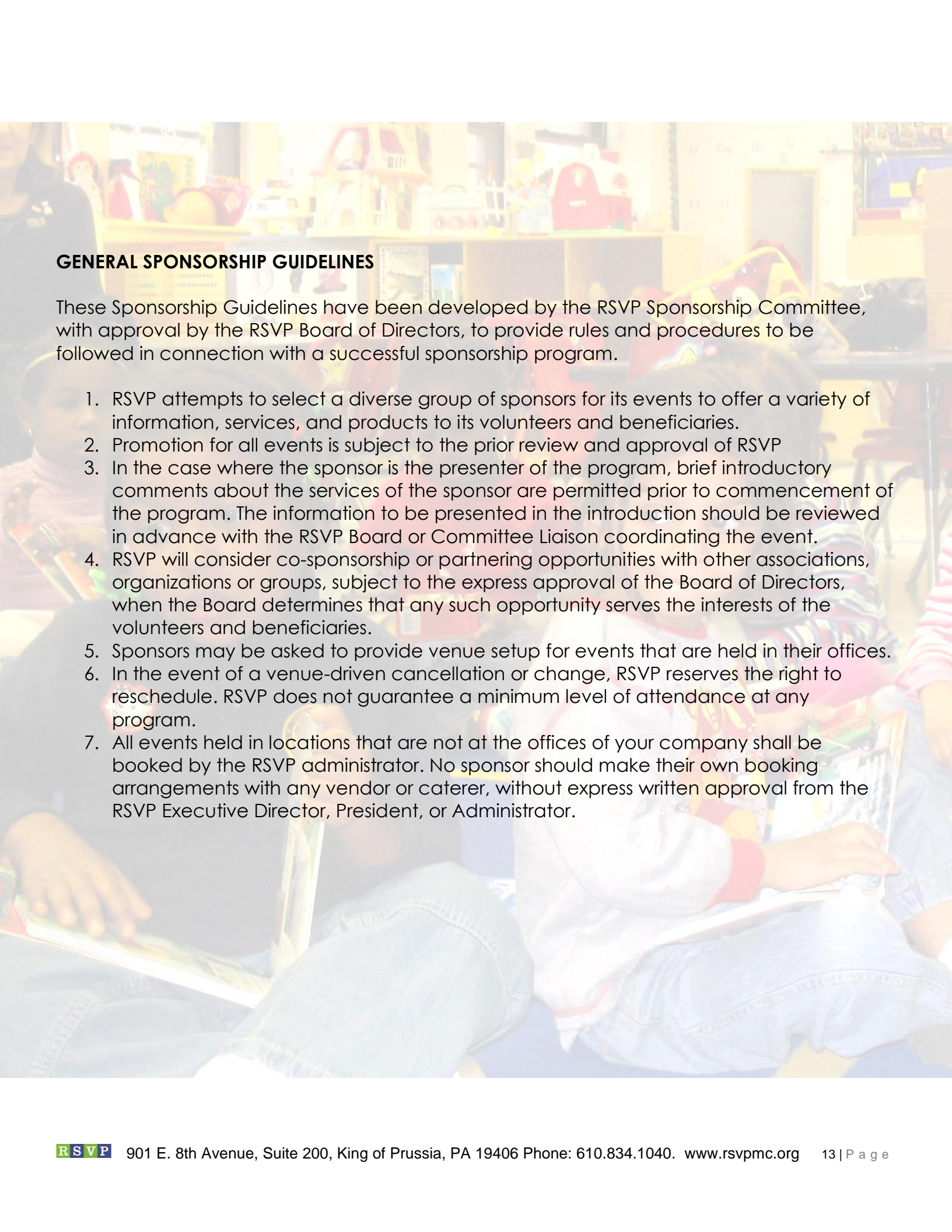
Events	<ul style="list-style-type: none"> • Run Wild 5K • Meet the Funders • Sponsor a Book Drive 	<ul style="list-style-type: none"> • Sponsor Branding & Signage at RSVP fund- & awareness-raising events • Exhibitor Table • Literature distribution to all event attendees • 1/4 page ads in select event program books • Logo/link placement on website event page • Logo placement on tee shirt back • Branded give-away opportunities • Three complimentary tickets to 5K
Programs (Choose three programs)	<ul style="list-style-type: none"> • My Free Tutor (Students) • My Free Tutor (Veterans) • STEM Talks • Family Literacy • America Reads • Protégé • Help on Call • APPRISE • Adult Literacy • Volunteer Executive Consultants • Community Links 	<ul style="list-style-type: none"> • Logo placement on select program materials • Sponsor recognition supporting this program • Branded give-away opportunities • Program page website placement as program sponsor • Program participation opportunities for employees
Promotional	<ul style="list-style-type: none"> • Website • Ripple Newsletter • Volunteer Handbook 	<ul style="list-style-type: none"> • Logo with link on sponsor page • 1/4 page ad in Ripple • Branding on Handbook
Networking Opportunities	<ul style="list-style-type: none"> • During all Events listed above 	<ul style="list-style-type: none"> • Access to adults, ages 18 – 95, with an interest in altruism • Access to partner nonprofit organizations, if appropriate • Access to local legislators, if appropriate • Access to public attendees

Bronze Sponsorship Package \$1,000

Events	<ul style="list-style-type: none"> • Run Wild 5K 	<ul style="list-style-type: none"> • Sponsor Branding & Signage at RSVP fund- & awareness-raising events • Exhibitor Table • Literature distribution to all event attendees • Logo/link placement on website event page • Logo placement on tee shirt back • Branded give-away opportunities • Two complimentary tickets to 5K
Programs (Choose One program)	<ul style="list-style-type: none"> • My Free Tutor (Students) • My Free Tutor (Veterans) • STEM Talks • Family Literacy • America Reads • Protégé • Help on Call • APPRISE • Adult Literacy • Volunteer Executive Consultants • Community Links 	<ul style="list-style-type: none"> • Logo placement on select program materials • Sponsor recognition supporting this program • Branded give-away opportunities • Program page website placement as program sponsor • Program participation opportunities for employees
Promotional	<ul style="list-style-type: none"> • Website 	<ul style="list-style-type: none"> • Logo with link on sponsor page
Networking Opportunities	<ul style="list-style-type: none"> • During all Events listed above 	<ul style="list-style-type: none"> • Access to adults, ages 18 – 95, with an interest in altruism • Access to partner nonprofit organizations, if appropriate • Access to local legislators, if appropriate • Access to public attendees

A La Carte Sponsorship Opportunities

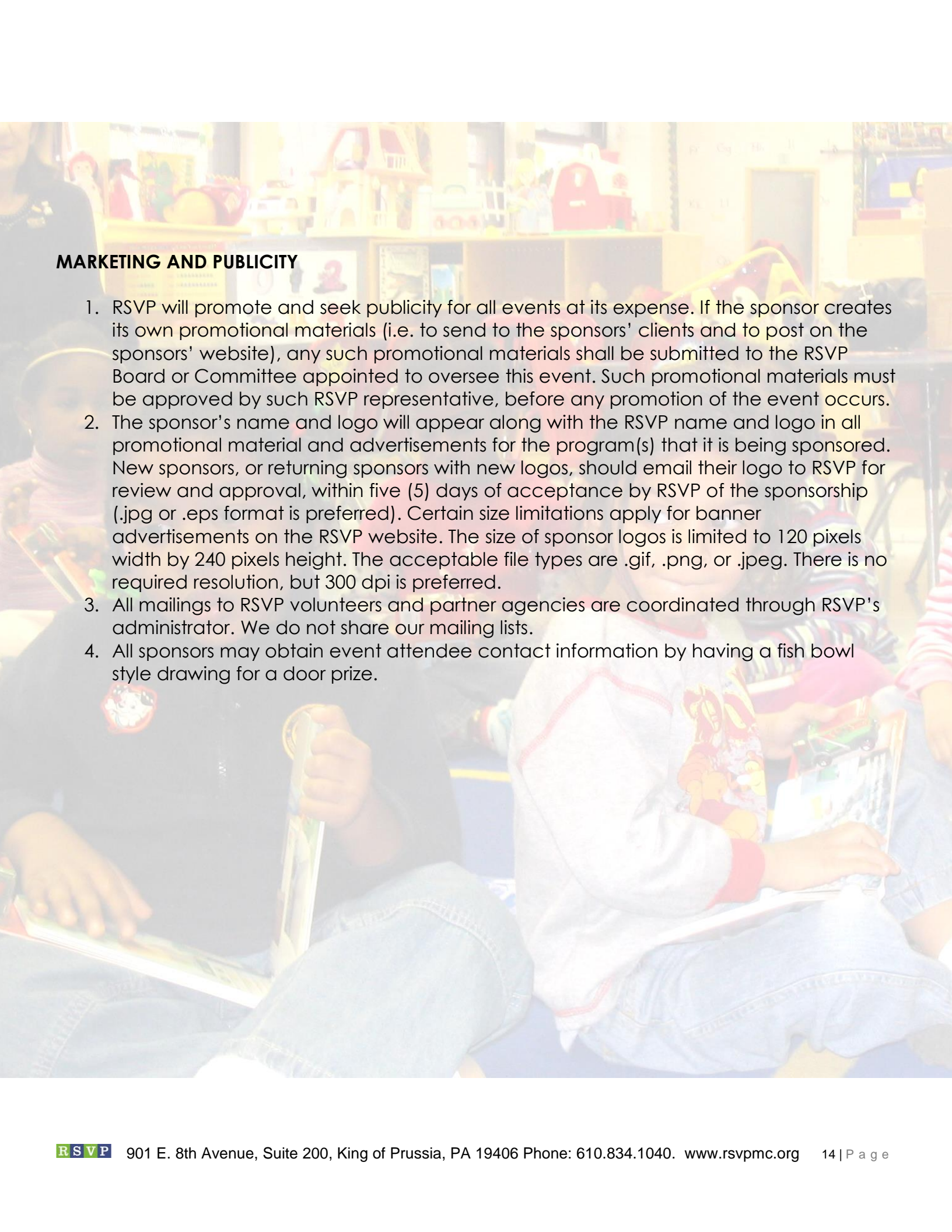
Meet the Funders	<ul style="list-style-type: none"> • Sponsor Branding & Signage at the event • Literature distribution to all event attendees • Logo/link placement on event webpage • Branded give-away opportunities 	\$500
5K Run	<ul style="list-style-type: none"> • Small Logo on tee shirt back • Exhibitor Table • Logo/link placement on event webpage • Listing in Newsletter 	\$500
Volunteer Recognition Ad Book	<ul style="list-style-type: none"> • Sponsor Branding & Signage at the event • Literature distribution to all event attendees • Logo/link placement on event webpage • Branded give-away opportunities 	\$500 per event
Giving Tuesday	<ul style="list-style-type: none"> • Social Media blasts for Giving Tuesday include logo w/link • Logo/Link included on Giving Tuesday webpage 	\$1,000
Team Building Events (Book Wrap, Periodic Table)	<ul style="list-style-type: none"> • Choose from RSVP's list of group volunteer opportunities • Turnkey projects available onsite for groups of most sizes • Social Media blasts 	\$600-\$2,500 Depending on # of participants and project
Pen Pal Group Project	<ul style="list-style-type: none"> • 25 employees will be matched with 3rd grade students for a school year of letter exchanges. • Year-end pizza party for employees and students to meet • Social Media blasts 	\$1,500



GENERAL SPONSORSHIP GUIDELINES

These Sponsorship Guidelines have been developed by the RSVP Sponsorship Committee, with approval by the RSVP Board of Directors, to provide rules and procedures to be followed in connection with a successful sponsorship program.

1. RSVP attempts to select a diverse group of sponsors for its events to offer a variety of information, services, and products to its volunteers and beneficiaries.
2. Promotion for all events is subject to the prior review and approval of RSVP
3. In the case where the sponsor is the presenter of the program, brief introductory comments about the services of the sponsor are permitted prior to commencement of the program. The information to be presented in the introduction should be reviewed in advance with the RSVP Board or Committee Liaison coordinating the event.
4. RSVP will consider co-sponsorship or partnering opportunities with other associations, organizations or groups, subject to the express approval of the Board of Directors, when the Board determines that any such opportunity serves the interests of the volunteers and beneficiaries.
5. Sponsors may be asked to provide venue setup for events that are held in their offices.
6. In the event of a venue-driven cancellation or change, RSVP reserves the right to reschedule. RSVP does not guarantee a minimum level of attendance at any program.
7. All events held in locations that are not at the offices of your company shall be booked by the RSVP administrator. No sponsor should make their own booking arrangements with any vendor or caterer, without express written approval from the RSVP Executive Director, President, or Administrator.



MARKETING AND PUBLICITY

1. RSVP will promote and seek publicity for all events at its expense. If the sponsor creates its own promotional materials (i.e. to send to the sponsors' clients and to post on the sponsors' website), any such promotional materials shall be submitted to the RSVP Board or Committee appointed to oversee this event. Such promotional materials must be approved by such RSVP representative, before any promotion of the event occurs.
2. The sponsor's name and logo will appear along with the RSVP name and logo in all promotional material and advertisements for the program(s) that it is being sponsored. New sponsors, or returning sponsors with new logos, should email their logo to RSVP for review and approval, within five (5) days of acceptance by RSVP of the sponsorship (.jpg or .eps format is preferred). Certain size limitations apply for banner advertisements on the RSVP website. The size of sponsor logos is limited to 120 pixels width by 240 pixels height. The acceptable file types are .gif, .png, or .jpeg. There is no required resolution, but 300 dpi is preferred.
3. All mailings to RSVP volunteers and partner agencies are coordinated through RSVP's administrator. We do not share our mailing lists.
4. All sponsors may obtain event attendee contact information by having a fish bowl style drawing for a door prize.



EXHIBITOR GUIDELINES

RSVP permits sponsors to set up table or booth exhibits in the areas immediately outside of the presentation room, subject to limitations of the venue and at the discretion of RSVP. This is an opportunity for our sponsors to tastefully market their services and/or products. Sponsors who wish to exhibit shall comply with the following terms and conditions:

1. No direct solicitation of attendees to solicit the vendor's services is permitted at the events.
2. Tabletop exhibits must fit one 3 foot by 6 foot table
3. All exhibits must be arranged so as not to obstruct the general view or interfere with the event.
4. RSVP may direct revisions of any exhibit that does not comply with these Exhibit Guidelines (at the exhibitor's expense).
5. RSVP reserves the right to alter the location and/or layout of the exhibits in the best interests of the overall exhibition and meeting.
6. Sponsors are prohibited from publicizing or conducting of any activities that would attract attendees away from the speaker presentation.
7. RSVP reserves the right to restrict or remove any exhibit that in the opinion of RSVP, detracts from the general character of the program.



SPONSOR SELECTION CRITERIA

The RSVP board has adopted the following criteria for the selection of its Sponsors for 2016. Potential sponsors will be evaluated in the following manner:

1. If there are more interested sponsors than available sponsor opportunities at any sponsor level, RSVP will give preference to prior RSVP sponsors who helped RSVP grow in the past and who have been consistent and cooperative sponsors of our organization. We hope that if you are new to our sponsor program, you will become a supporting organization that we look forward to having return as a sponsor, year after year.
2. The applicant's proven ability to work closely and effectively with the RSVP Board will also be considered.
3. The RSVP Board places great value on its relationships with sponsors who have demonstrated a willingness to step in and assist the Board when sponsor assistance has been needed, such as when the Board has developed a program outside of these sponsor guidelines and has sought a sponsor to support the program.



SPONSOR COMMITMENT

By signing below, you represent that you are authorized to sign this sponsor application form on behalf of the sponsor applicant named below, that the applicant agrees to abide by the terms and conditions of the 2016 Sponsorship Program & Guidelines and that the applicant agrees to pay the sponsorship fee for the sponsor package, events or other A La Carte items that you have chosen.

Applicant also agrees to pay venue rental, food, beverage and audio/visual rental costs, when such costs are applicable to the sponsorship as per these guidelines, within 30 days of invoicing for such costs.

Name of Applicant: _____

Authorized Signature: _____

Print Name: _____

After completing the Sponsor Commitment and Sponsorship Application forms, please either fax, email, or mail the last three pages of this package to:

RSVP – Central Administrative Office
901 E. 8th Avenue, Suite 200
King of Prussia, PA 19406
Phone: 610.834.1040
Fax: 610.834.1087
www.rsvpmc.org

If you have any questions about the *Sponsor Guidelines* or *Sponsorship Packages*, please contact:

Michele Moll, RSVP Executive Director at 610.834.1040 ext.14, or micheles@rsvpmc.org

2016 SPONSORSHIP APPLICATION

Firm / Company Name	
Street Address, City, State, Zip	
Primary Contact Person & Title	
Primary Contact Email & Phone	
Secondary Contact Person & Title	
Secondary Contact Email & Phone	

SPONSORSHIP PACKAGES

Please place a check next to the sponsorship level mark you are requesting.

- ☐ Diamond Sponsor (\$10,000)
- ☐ Platinum Sponsor (\$7,500)
- ☐ Gold Sponsor (\$5,000)
- ☐ Silver Sponsor (\$2,500)
- ☐ Bronze Sponsor (\$1,000)
- ☐ A-La-Carte *(see menu on next page)*

Note: All sponsors who request a higher level sponsorship that is subsequently filled by other sponsors will be offered the opportunity to drop down to the next level sponsorship package.

A background image showing two young children sitting on the floor in a classroom, looking at books. The child on the left is a boy with dark skin and short hair, wearing a dark blue jacket. The child on the right is a girl with light skin and long brown hair, wearing a white long-sleeved shirt with a colorful graphic. They are both holding open books. In the background, there are shelves filled with various toys and books, and other children are partially visible.

A LA CARTE OPTIONS

Return this page only if selecting from a la carte option

- ☐ Meet the Funders (\$500)
- ☐ Volunteer Recognition Ad Book (\$500 per event)
- ☐ 5K Race (\$500)
- ☐ Giving Tuesday (\$1,000)
- ☐ Team Building Event (\$600 - \$2,500 depending on # of participants)
- ☐ Pen Pal Group Project (\$1,500)