

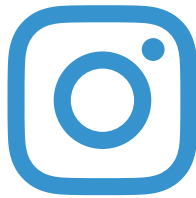


...preventing homelessness *Since 2007* through  
**H**OUSING • **O**UTREACH • **P**REVENTION • **E**DUICATION  
[www.hopehelps.org](http://www.hopehelps.org)

## 2023 Community Reach and Social Media Analytics



6,500+ followers  
@hopehelpsinc



850+ followers  
@thehopechestoviedo



250+ followers  
HOPE Helps, Inc.



500+ followers  
HOPE Helps, Inc.



24,000+  
subscribers



2,500 Website  
Visits Weekly

## Recognition



"Best Community Involvement  
2022" and "Nonprofit of the  
Year 2019-2021"



"Nonprofit of the  
Year 2020"





**Date:** Saturday, December 16, 2023  
**Event Starts:** 10:00am  
**Where:** University Carillon  
**1395 Campus View Court, Oviedo, FL 32765**

Christmas in the City is our largest outreach event of the year. Created in 2008 in partnership with HOPE’s Interfaith Coalition, the event provides hundreds of families in need the opportunity to choose gifts for their children ages 0-18. There will be toys, games, gift cards, blankets, books, pants, new socks and underwear, and even stocking stuffers. Once the parents have selected gifts they are reunited with their children, who have been making crafts and visiting Santa. The family then receives a professional family portrait, a bag of food including a holiday meal, a free lunch and the opportunity to visit prayer tables and a variety of local partner resource agencies. Please consider sponsoring this event to help ensure hundreds of local children and their families have a wonderful Christmas.

Opportunities	Investment
Presenting Sponsor	\$10,000
T-Shirt Sponsor	\$4,000
Gold Sponsor	\$3,000
Silver Sponsor	\$2,000
Bronze Sponsor	\$1,000
Santa's Helper Sponsor	\$500
Angel Sponsor	\$250
In-Kind	Various

*As an additional benefit to all sponsors this year, we will provide quarter sheets for you to print out and display at your place of business to help promote the event. The sheets will have your company name/logo on them. To request them email [development@hopehelps.org](mailto:development@hopehelps.org) or check the box on your event sponsorship form.*

*We will also provide a marketing toolkit to all sponsors.*





# Sponsorship Opportunities

Three year commitments are available on exclusive sponsorship levels, and may be paid in yearly installments. The right of first refusal will be given to previous year's exclusive sponsors.

## Presenting Sponsor (Exclusive) - \$10,000

- Opportunity to have company representative speak at the event's opening ceremony.
- Acknowledged six times during the event, and included in one pre-recorded video for social media on the day of the event.
- Included in Press Release for event.
- Company logo on HOPE's homepage, and company logo and web link on event web page.
- Featured in pre-recorded video interview for social media a month prior to the event.
- Opportunity to include ad/promo in HOPE's December newsletter.
- Recognition on six social media posts.
- Company logo on all printed marketing material and giveaways.
- Company logo or provided graphic will be included on rotating slides in the HOPE Helps Resource Center and The HOPE Chest Thrift Store the month prior to the event.
- Company name on HOPE Chest Marquee on day of event.
- Four banners (provided by sponsor) displayed in prominent locations at event.
- Five volunteer positions will be reserved for company staff. Names and emails must be provided two weeks prior to event. Additional spots may be reserved if available.
- Promotional table at lunch area with opportunity to engage with approximately 250+ families.
- All benefits of the Santa's Helper Sponsorship.

\*Secured by\*



## T-Shirt Sponsor (Exclusive) - \$4,000

- Thanked once during morning announcements.
- Featured in a pre-recorded video for social media promotion.
- Company logo on t-shirt given to approximately 500 volunteers for day of event.
- Company logo and web link on HOPE's event webpage.
- Company logo and web link included on event related e-blasts.
- Company logo on any event day printed marketing materials, including posters and/or banners.
- Recognition on four social media posts.
- Two banners (provided by sponsor) displayed in prominent location at event.
- All benefits of Santa's Helper Sponsorship.

\*Secured by\*



## Gold Sponsor - \$3,000

- Acknowledged from stage five times during the event.
- Featured in pre-recorded video interview for social media a month prior to the event.
- Recognition in five social media posts.
- Three banners (provided by sponsor) displayed at event.
- All benefits of Santa's Helper Sponsorship.







# Sponsorship Opportunities

## Silver Sponsor - \$2,000

- Company acknowledged from stage four times during the event.
- Recognition on four social media posts.
- Two banners (provided by sponsor) displayed at event.
- All benefits of Santa's Helper Sponsor.

## Bronze Sponsor - \$1,000

- Company acknowledged three times during the event.
- Recognition on three social media posts.
- All benefits of Santa's Helper Sponsorship.



## Santa's Helper Sponsor - \$500

- Recognition on two social media posts.
- Company logo and web link on event web page.
- Company logo and web link included on event related e-blasts.
- Company logo on all event day printed marketing materials.
- One banner (provided by sponsor) displayed at venue during the event.
- All benefits of the Angel Sponsor



## Angel Sponsor - \$250

- Company acknowledged once during the event.
- Recognition on one social media post.
- Company name on HOPE's event web page.
- Company name included on event related e-blasts.
- Company name on all event day printed marketing materials.



## In-Kind Opportunities

- Opportunities for unique sponsorships are available. Contact [development@hopehelps.org](mailto:development@hopehelps.org) for an in-kind form.





# Sponsorship Opportunities

## Christmas in the City Sponsorship Form

- |                                                                  |                                                       |
|------------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> \$10,000 Presenting Sponsor (Exclusive) | <input type="checkbox"/> \$1,000 Bronze Sponsor       |
| <input type="checkbox"/> \$4,000 T-Shirt Sponsor (Exclusive)     | <input type="checkbox"/> \$500 Santa's Helper Sponsor |
| <input type="checkbox"/> \$3,000 Gold Sponsor                    | <input type="checkbox"/> \$250 Angel Sponsor          |
| <input type="checkbox"/> \$2,000 Silver Sponsor                  | <input type="checkbox"/> In-Kind                      |

### Company Information

Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Social Media Account Name(s): \_\_\_\_\_ Website: \_\_\_\_\_

Would you like quarter sheets to promote the event & your business? **Y N**

### Payment Information

If you wish to pay by credit card, please fill out the following information or visit HOPE's website at [www.hopehelps.org](http://www.hopehelps.org) to donate online. Checks can be mailed to the address below. Please note **CITC** in the online form's "Special Instructions" line or on your check memo line.

Credit Card #: \_\_\_\_\_  
Credit Card Type: \_\_\_\_\_ CCV: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Cardholder's name: \_\_\_\_\_  
Sponsor Representative's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For any questions, please contact HOPE's Development/Sponsorship Manager at (407) 366-3422 ext. 3003 or [development@hopehelps.org](mailto:development@hopehelps.org). Payment and logos must be received by November 5, 2023 to be included on printed promotional materials (.jpg, .png, .eps preferred). All sponsorships are non-refundable.

For applicable sponsors, booth set up is from 8:00am to 9:30am. If a sponsor does not show up within that time frame they forfeit their booth. Sponsor(s) will be able to exhibit from 10:00am until 3:00pm. Tear down begins after the event ends at 3:00pm. Please keep your booth intact until then, and do not pack up early as we want everyone to remain throughout the entire event so that our clients all receive the same experience. Sponsors who pack up and leave early may not be allowed to participate in future events.

Please submit this completed form by email to [development@hopehelps.org](mailto:development@hopehelps.org), or by mail to **HOPE Helps, 812 Eyrie Drive, Oviedo, FL 32765**

A COPY OF HOPE HELPS' OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-HELP-FLA OR ONLINE AT [www.FloridaConsumerHelp.com](http://www.FloridaConsumerHelp.com) REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REGISTRATION #CH23010.