SPONSORSHIP OPPORTUNITIES

During this unprecedented time of crisis, we cannot lose sight of the strength we have as a community. The work that Mercy Housing Northwest (MHNW) has done for nearly 30 years has always been possible because of the collaboration with generous community partners like you. Together, we have launched developments in these last two years, that will bring 488 new and affordable homes to Seattle (i.e. Magnuson Park, Mount Baker and Roosevelt).

The work we do to provide a safe and affordable home for residents does not come to a halt, but is even more essential now. Resident services are one of the ways we are meeting basic needs in the community. At this time of crisis, our Resident Services team is considered essential staff, and we are adapting to the currently evolving environment we have built in the short-term, which is designed to serve residents who are most vulnerable during this time of crisis. As we navigate our new and unfamiliar reality together, we recognize that while short-term priorities may shift, our mission of creating stable, vibrant and healthy communities, where residents have equitable access to opportunities remains steadfast.

We at MHNW, are committed to moving ahead with planning for our annual Power of Home Fundraiser, as we make plans to gather together virtually. It is crucial that we raise funds for Resident Services, as these services are even more important today. We are prioritizing the needs of residents who are in vulnerable positions due to loss of income and those in high-risk categories. Now more than ever, we count on the support and rapid response of our partners to step up, so that we can continue this work with urgency. This year, we invite your company to be a sponsor of the 2020 Virtual Power of Home Fundraiser. As an event sponsor, your company will have the opportunity to engage hundreds of guests - to include industry and business leaders, elected officials and community supporters. Your sponsorship commitment will be used towards rapid response in these ways:

- Provide food and basic supplies for residents who are food insecure and in most need
- Provide educational tools (e.g. tablets, books, school supplies) for youth residents to continue working towards educational success at home
- Provide resources for staff to continue supporting residents who are suffering from isolation and anxiety, both emotionally and socially
BY THE NUMBERS

- Each year, your sponsorship contributions help underwrite this powerful event, so that all proceeds directly benefit MHNW resident services programming throughout Washington State.

- Last year, your support allowed us to serve 2,551 residents with program services, including after-school programming for kids, ESL classes for parents, health & wellness programs for seniors, and onsite activities/resources to help families thrive.

- Your company will benefit from an increased online presence through a dedicated event website, with more than 2,100 page visits.

- Your company will benefit from increased visibility amongst hundreds of event attendees, 2,500+ community supporters pre-event and 1,600+ social media followers.
LEVELS & BENEFITS

*Sponsors at all levels will be recognized on our event website*

**Presenting Sponsor | $20,000**
- Exclusive company logo prominently featured on event landing page.
- Company executive speaking opportunity on-screen.
- Company slide with logo (or sponsor banner ad) displayed in event-day presentation through virtual format.
- Company mention in a series of (3) social media posts, to include both regional & national platforms.
- Increased brand visibility with custom message in virtual interactive messaging feature.
- Company recognition in post-event email newsletter (sent to 2,000+ recipients).
- Company profile featured in a pre-event communication to all registered attendees.
- Company logo on all promotional materials to include event invitation and program.
- Company recognition in annual report.

**Platinum Sponsor | $10,000**
- Company name & logo prominently displayed in print media & promotional materials.
- Live acknowledgement as Platinum sponsor on-screen.
- Company slide with logo (or sponsor banner ad) displayed in event-day presentation through virtual format.
- Increased brand visibility with company mention in interactive messaging feature.
- Company mention in (2) social media posts, to include regional & national platforms.
- Company recognition in annual report.
- Company recognition in post-event email newsletter (sent to 2,000+ recipients).
- Company recognition in annual report.

**Gold Sponsor | $5,000**
- Company logo or sponsor banner ad displayed in event-day presentation through virtual platform.
- Company mention in (2) social media posts on regional platforms.
- Company recognition in annual report.

**Silver Sponsor | $3,000**
- Company logo displayed in event-day presentation through virtual platform.
- Company mentioned in (2) social media posts on regional platforms.

**Bronze Sponsor | $1,000**
- Company logo displayed in event-day presentation through virtual platform.
- Company mentioned in (1) social media post on regional platforms.