



**24 HOURS TO GIVE
WHERE YOU LIVE**

BECOME A GIVING DAY SPONSOR

Fairfield County's Giving Day is a 24-hour online fundraising event, bringing hundreds of nonprofits and thousands of community members together for the greater good. This year, our region's biggest philanthropic day of giving will be held on **February 25, 2021**. Giving Day is the culmination of a 4-month integrated marketing campaign to help nonprofits share their stories and inspire donors to make a powerful collective difference for local causes. In a time of uncertainty and as we all navigate uncharted waters, Fairfield County's Giving Day provides our region's nonprofits with a safe, comfortable, and familiar virtual fundraising experience.

2021 GIVING DAY SPONSORS WILL BENEFIT FROM:

- Increased **brand awareness**
- Positioning as a **local philanthropic leader**
- **New customers** and improved **customer loyalty**
- **Employee engagement** in charitable activities
- **Supporting local nonprofits** and philanthropy

EXTENSIVE REGIONAL MEDIA VISIBILITY

An integrated Giving Day marketing campaign creates awareness and encourages community participation. Packed with **diverse marketing and media platforms**, Fairfield County's Giving Day is a special opportunity for your company to be highlighted in:

- Print & digital advertising
- Broadcast coverage (radio & TV)
- Billboards & other out-of-home advertising
- Social media
- Print & online editorial coverage
- Blogs
- Community promotions (college campuses, libraries, & other popular public venues)

2020 RESULTS OVERVIEW

\$1,652,287 TOTAL RAISED

 **17,236** Total Gifts

 **390** Nonprofits
Raised Funding

**Total media exposure
exceeded
18M impressions**



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For more details or customized
sponsorship packages contact:

Rebecca Mandell
Senior Associate, Development
Rmandell@FCCFoundation.org or
203.750.3241



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SPONSORSHIP OPPORTUNITIES

Champion Sponsor - \$60,000 (SOLD)

- Co-branded Giving Day logo included on all FCCF & nonprofit Giving Day materials
- Lead logo recognition on all digital and print campaign materials detailed below
- PLUS exclusive speaking opportunities and customization
- Anticipated reach to exceed 10M impressions across all platforms

County Sponsor - \$30,000 (2 available)

- Premiere logo recognition on all digital and print campaign materials detailed below
- PLUS speaking opportunities
- Featured recognition with a named Grand Prize. Grand Prizes are advertised throughout the campaign and awarded to the Top 3 nonprofits in two categories: Most Donors and Most Dollars

Neighborhood Sponsor - \$10,000 (2 available)

- Logo recognition on all digital and print campaign materials detailed below
- PLUS logo recognition in community/event signage, print & broadcast advertisements, and other promotional materials
- Named Signature prize

Power Hour Sponsor - \$5,000 (5 available)

- Logo/name recognition detailed below
- Name recognition in E-blasts and on social media (20k followers)
- Named Power Hour prize

Town Square Sponsor - \$2,500 (unlimited)

- Logo recognition on the Giving Day website (32k views) and results report
- Name recognition on donor acknowledgment letters (13k recipients) and in campaign press release

Past media partners have included:



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