



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 24, 2022**. 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. Fairfield County's Giving Day uplifts area nonprofits as they continue to provide increased and reimagined services, offering them a safe, comfortable, and familiar virtual fundraising experience.

2022 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)

2021 RESULTS OVERVIEW

\$2,250,154 TOTAL RAISED

 **21,187** Total Gifts

 **394** Nonprofits Raised Funding

Total media exposure exceeded 134M online impressions



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For more details or customized sponsorship packages contact:
Rebecca Mandell
Corporate & Foundation Partnerships Manager
Rmandell@FCCFoundation.org
or 203.750.3241



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SPONSOR OPPORTUNITY

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 customizations and executive features
- 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 opportunities to feature executive leaders
- Featured recognition with a named Grand Prize

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 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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