



OPERATION BACKPACK® 2019 SPONSORSHIP LEVELS

Many corporate partners return year after year to support this important campaign that provides new backpacks filled with grade-specific, high quality school supplies, to New York City's homeless children. Corporate support comes in all forms including financial contributions and major in-kind donations of product and services. Please make a difference in the lives of New York City's homeless student's by joining our Sponsorship Team!

PRINCIPAL (\$150,000)

- Principal Sponsor is a strategic partner and receives high-visibility promotional opportunities; exclusive press release distributed to industry and mainstream media outlets; invited to special events including (depending on timing of commitment) an on-field ceremony at the Yankees game this spring where OBP will be featured
- Most prominent logo placement on donated out-of-home (OOH)* and traditional marketing collateral (last year on phone kiosks, 5,000 print brochures, and posters displayed in 300+ NYC companies)
- Signage broadcasts company's Principal role at Sort Space for three weeks in August where 1,800 volunteers (mainly corporate) prepare the backpacks for pickup by the shelters; press invited to cover the event; sponsor's logo on tee-shirts worn by volunteers
- Exclusive teambuilding event during Sort Week for up to 70 employees, customers or others of sponsor's choosing; this can be held in the day or evening
- Sponsor receives a shareable video produced by VOA featuring their OBP involvement
- Sponsor featured in VOA-GNY Annual Report and newsletter distributed to 5,000+ donors
- Sponsor receives frequent mentions in VOA-GNY social media; partnership promoted on VOA-GNY homepage; direct link to sponsor's website for one year
- Five (5) guests invited to the Operation Backpack® Launch Breakfast
- Sponsor receives complimentary table for ten (10) at *A New York Winter's Eve*, our annual benefit at The Plaza

VALEDICTORIAN (\$100,000)

- Valedictorian Sponsor is announced in exclusive press release and participates in select media events (last several few years NYSE and NASDAQ opening/closing ceremonies)
 - Logo placement on OOH* and traditional marketing collateral
 - Banners and other signage broadcast company's support during Sort Week
 - Teambuilding opportunity during Sort Week for 50 participants
 - Sponsor receives a shareable video produced by VOA featuring their OBP involvement
 - Sponsor receives frequent mentions in VOA-GNY social media
 - Partnership announced on VOA-GNY.org with direct link to sponsor's website for a year
 - Five (5) guests invited to the Operation Backpack® launch breakfast
 - Sponsor receives complimentary tickets for five (5) at *A New York Winter's Eve*
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**OPERATION
BACKPACK**

 **Volunteers
of America**[®]
GREATER NEW YORK

OperationBackpackNYC.org

Volunteers of America—Greater New York
135 West 50th Street, 9th Floor
New York, NY 10020
212-496-4305 | www.voa-gny.org



HONOR ROLL (\$50,000)

- Recognition in press release announcing *Operation Backpack*[®]
- Invited to select media events that include photo opportunities
- Logo placement on select out-of-home* and traditional marketing collateral
- Banners and other signage will broadcast company's support during Sort Week
- Sponsor acknowledged in VOA-GNY Annual Report
- Sponsorship acknowledged on VOA-GNY.org; logo and direct link to sponsor's website for one year
- Sponsor receives mentions in VOA-GNY social media
- Five (5) guests invited to Operation Backpack[®] launch breakfast

**Ad space is secured on a pro bono basis. Past success is not guaranteed.*

To become a sponsor or for more information, please contact
Rachel Weinstein at (212) 496-4305 or rweinstein@voa-gny.org