

SPONSORSHIP & SUPPORT PACKAGE



www.backpackathon.com
— 2021/2022 School Year —

To Whom It May Concern:

In a partnership between the HopeNow Foundation, the Heart of Florida United Way and WFTV Channel 9, we are happy to announce the 2021 BACKPACK campaign that we are calling the BACKPACK-A-THON Virtual School Supply Drive.

A special thank you to our Central Florida community, businesses, residents, organizations, WFTV Channel 9, All Cox Radio Stations, Orange, Seminole and Osceola County School Systems, D&W Sourceall, Inc., Biz Designs Unlimited, and The Jampe for their ongoing support of this initiative.

We are proud to offer you an opportunity to support the 16th annual HopeNow Foundation community campaign.

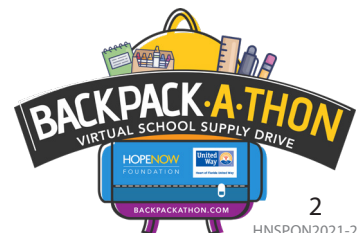
Join us to reach over 10,000 students with some of our ongoing supporters including Sam's Club, Advent Health, Reed Nissan, Biz Designs Unlimited, Community Health Centers, Central Florida Dental Society, Westgate Resorts, Paul Mitchell, and Unicorn Innovations. Due to the COVID 19 outbreak and the financial challenges of many families, we are endeavoring to help over 10,000 children this year and can only do it with collective support.

With 1 in 4 children living in poverty in Central Florida and thousands of families in need of our help, we are reaching out to you for your support. Our mission of ensuring that Central Florida children are ready to be successful and confident for the coming school year is our goal. We are excited to have the opportunity to unite and serve. Our big goal is to provide over 10,000 high quality backpacks filled with school supplies. In order to execute this event and reach as many families as possible, we are requesting your assistance. We are able to offer you branding and promotion of your organization through media coverage, banner placements, on site advertising, and announcements as a thank you for your commitment to Central Florida families. We have several sponsorship packages for your review:

- **For \$2,500, 250 children** will receive backpacks and school supplies. Your organization will receive branding, and advertising.
- **For \$5,000, More than 500 children** will receive backpacks and school supplies. Your organization will receive branding, advertising, media announcements.
- **For \$10,000, More than 1,000 children** will receive backpacks and school supplies. Your organization will receive branding, advertising, and an opportunity to provide a branded item or resource in each backpack.
- **For \$25,000 or more, More than 2,500 children** will receive backpacks filled with school supplies. Your organization will receive branding, advertising, Your logo will also be on all the TV commercials during prime time on WFTV channel 9 and mentioned in the Cox radio stations. You will also receive recognition from Cox Media.
- **For \$50,000 or more, More than 5,000 children** will receive backpacks filled with school supplies. You will receive naming rights, your organization will receive branding, advertising, promotion, and the option to provide an item or resource in each backpack. Your logo will also be on all the TV commercials during prime time on WFTV channel 9 and Cox radio stations. You will also receive recognition and an award from Cox Media.
- **For \$100,000 or more, More than 10,000 children** will receive backpacks filled with school supplies. Your organization will receive branding and advertising, promotion, your logo as lead sponsor in event naming, a tag on each backpack with your logo and an inspirational message on it and the option to provide an item or resource in each backpack. Your logo will also be on all the TV commercials during prime time on WFTV channel 9 and Cox radio stations. You will also receive recognition and an award from Cox Media.

We welcome you to schedule a meeting with our team. Join us to collaborate and witness first-hand our actions to create change and provide our Central Florida families and children with hope, resources, and most importantly an opportunity to succeed. We look forward to discussing a sponsorship package with you. Please let us know what works best for your organization and how we can work together to make the 2021 initiative a huge success for the families we serve.

In Service,
Executive Event Committee,
Hope Now Foundation / Living Water 4 Roatan
A Volunteer Powered 501C3 Non Profit Organization.





Dear Sponsor,

We are happy to contact you regarding our **16th annual Back to School Effort that we are calling BACKPACK-A-THON Virtual School Supply Drive brought to you by the HopeNow Foundation, the Heart of Florida United Way and WFTV Channel 9.** We want to thank you in advance for your consideration in sponsoring such an important community campaign and the only one of its kind in Florida. ***This campaign occurs throughout the months of July and August with major promotion from television and radio promotion.*** In the last fifteen years the event has helped over 70,000 children start their school year successfully. Last year, the event positively reflected our sponsors and supporter's commitment to the Central Florida community via ABC, CBS, NBC, Fox, Telemundo, Univision, the Orlando Sentinel, Cox Radio and other media outlets.

Our efforts impacted **children** from several of the surrounding counties in Central Florida each year and this year we expect to help over 10,000 children! Contributions from the sponsorship packages will be distributed to directly benefit our community. Promotional advertising, branding opportunities, and activities have been strategically planned to enhance our sponsor's opportunity throughout the virtual school supply drive campaign. We look forward to sharing your company's logo and information with the Central Florida community!

The HopeNow Foundation provides the following services and resources to attendees: backpacks, school supplies, community resources, health and wellness information, fun activities and so much more. Please feel free to contact the HopeNow team at 407-272-4516 to discuss the sponsorship packages in greater detail.

Sponsorship Agreement

- Check should be made payable to: HopeNow / Living Water a 501C3 nonprofit
- Fee is due upon signature of agreement or in accordance with terms below
- Agreement is valid for the 2021 HopeNow Foundation BACKPACK-A-THON Virtual School Supply Drive
- The 2021 HopeNow Foundation BACKPACK-A-THON Virtual School Supply Drive has permission to place your company's logo on the 2021 HopeNow Foundation BACKPACK-A-THON Virtual School Supply Drive and WFTV, Cox Media websites (if applicable) to your company's website.
- For your 2021 tax filing if you require documentation then please contact Tracy at 407-272-4516





Sponsorship Agreement

Sponsorship Level

- \$100,000 *Life Sponsor* \$25,000 *Dream Sponsor* \$5,000 *Promise Sponsor*
 \$50,000 *Presenting Sponsor* \$10,000 *Hope Sponsor* \$2,500 *Backpack Sponsor*

More sponsorship information can be found at:
<http://www.hopenowinternational.org/become-a-sponsor.cfm> **or by calling** 407-272-4516

Contact Information

Name _____ Title _____
Company Name _____ Address _____
City _____ State _____ Zip _____
Email _____ Phone _____ Fax _____
Signature _____

* My signature indicates authorization to make this commitment on behalf of my company.

Method of Payment

To pay with credit card please call our office at 407-272-4516 or visit www.hnow.org

A check is enclosed for \$ _____ Please invoice the entire amount immediately.

Please use my credit card: (select one) AMEX M/C VISA

Credit Card #: _____ Exp. Date: _____ CV#: _____

* Please let us know if you require an invoice or other documentation to proceed.

or mail your payment to: For further information contact:
Hope Now International Michael Radka
P.O. Box 195372 407-272-4516
Winter Springs, FL 32719

Thank you for your generous support!

Yours sincerely,



Michael Radka
Hope Now Foundation • Living Water 4 Roatan • www.hnow.org

