



New Bethany Ministries' 27th Annual Souper Day 2018



(Lasting Impact Sponsorship Benefits from 10/1/2018 – 9/30/2020;
Community Family Sponsorship Benefits from 10/1/2018 – 9/30/2019)

LASTING IMPACT SPONSORSHIPS:

In recognition of the 27th Anniversary of Souper Day, and in commitment to New Bethany's next 27 years of serving the hungry, homeless, poor, and mentally ill of the Lehigh Valley, we offer exclusive partnership opportunities for companies and organizations with a deep commitment to providing for those most in need. ***These partnership opportunities are multi-year investments in the growth of New Bethany's services and programs, and can be paid in one lump sum or over two years.***

LEGACY PARTNER: \$25,000 (FEEDS ALL IN OUR MEAL CENTER FOR 4 MONTHS)

- ◆ FULL TABLE AT 2018 AND 2019 SOUPER DAY EVENT; COMPANY RECOGNITION AT BOTH EVENTS AND IN PROGRAMS
- ◆ ¼ PAGE AD IN ONE DIRECT MAIL NEWSLETTER IN 2018 AND 2019, DISTRIBUTED TO OVER 6,000 PEOPLE, AND COMPANY LOGO IN ALL E-NEWSLETTERS IN 2018 AND 2019 DISTRIBUTED TO ABOUT 3,000 PEOPLE
- ◆ WEB SITE AND SOCIAL MEDIA RECOGNITION
- ◆ RECOGNITION VIA SOUPER DAY PRESS RELEASE IN 2018 AND 2019 (WITH PLEDGE BEFORE OCTOBER 1ST, 2018)
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION
- ◆ PREMIERE INVITATIONS TO ADDITIONAL NEW BETHANY EVENTS IN 2018 AND 2019
- ◆ USAGE OF NEW BETHANY PARTNERSHIP LOGO

FOUNDING PARTNER: \$20,000 (FEEDS ALL IN OUR MEAL CENTER FOR 3 MONTHS)

- ◆ FULL TABLE AT 2018 AND 2019 SOUPER DAY EVENTS; COMPANY RECOGNITION AT BOTH EVENTS AND IN PROGRAMS
- ◆ ¼ PAGE AD IN ONE DIRECT MAIL NEWSLETTER IN 2019, DISTRIBUTED TO OVER 6,000 PEOPLE, AND COMPANY LOGO IN ALL E-NEWSLETTERS IN 2019 DISTRIBUTED TO ABOUT 3,000 PEOPLE
- ◆ WEB SITE AND SOCIAL MEDIA RECOGNITION
- ◆ RECOGNITION VIA SOUPER DAY PRESS RELEASE IN 2018 AND 2019 (WITH PLEDGE BEFORE OCTOBER 1ST, 2018)
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION
- ◆ PREMIERE INVITATIONS TO ADDITIONAL NEW BETHANY EVENTS IN 2019 AND 2019
- ◆ USAGE OF NEW BETHANY PARTNERSHIP LOGO

CORNERSTONE PARTNER: \$15,000 (FEEDS ALL IN OUR MEAL CENTER FOR 2 MONTHS)

- ◆ FULL TABLE AT 2018 AND 2019 SOUPER DAY EVENTS; COMPANY RECOGNITION AT BOTH EVENTS AND IN PROGRAMS
- ◆ WRITTEN AD IN ONE DIRECT MAIL NEWSLETTER IN 2019, DISTRIBUTED TO OVER 6,000 PEOPLE, AND COMPANY LOGO IN ALL E-NEWSLETTERS IN 2019 DISTRIBUTED TO ABOUT 3,000 PEOPLE
- ◆ WEB SITE AND SOCIAL MEDIA RECOGNITION
- ◆ RECOGNITION VIA SOUPER DAY PRESS RELEASE IN 2018 AND 2019 (WITH PLEDGE BEFORE OCTOBER 1ST, 2018)
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION
- ◆ PREMIERE INVITATIONS TO ADDITIONAL NEW BETHANY EVENTS IN 2018 AND 2019
- ◆ USAGE OF NEW BETHANY PARTNERSHIP LOGO.

COMMUNITY FAMILY SPONSORSHIPS:

In a continued effort to provide those in need with skills for self-sufficiency, and in honor of our community family whose time, talent, and treasures are integral to New Bethany's services, we offer these partnership opportunities for companies and organizations committed to the sustainment of our programming:

SELF-SUFFICIENCY PARTNER: \$10,000 (SUPPORTS 10 CLIENTS FOR ONE YEAR)

- ◆ FULL TABLE AT 2018 SOUPER DAY EVENT; COMPANY RECOGNITION AT 2018 EVENT AND IN PROGRAM
- ◆ WEBSITE AND SOCIAL MEDIA RECOGNITION
- ◆ COMPANY LOGO IN ALL 2018 AND 2019 DIRECT MAILING NEWSLETTERS DISTRIBUTED TO 6,000 PEOPLE AND E-NEWSLETTERS DISTRIBUTED TO 3,000 PEOPLE
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION
- ◆ USE OF NEW BETHANY MINISTRIES PARTNERSHIP LOGO

WELLNESS PARTNER: \$7,500 (SUPPORTS 7 CLIENTS FOR ONE YEAR AND ANOTHER FOR SIX MONTHS)

- ◆ FULL TABLE AT 2018 SOUPER DAY EVENT; COMPANY RECOGNITION AT 2018 EVENT AND IN PROGRAM
- ◆ WEBSITE AND SOCIAL MEDIA RECOGNITION
- ◆ COMPANY LOGO IN ALL 2019 DIRECT MAILING NEWSLETTERS DISTRIBUTED TO 6,000 PEOPLE, AND E-NEWSLETTERS DISTRIBUTED TO 3,000 PEOPLE
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION

- ◆ USE OF NEW BETHANY MINISTRIES PARTNERSHIP LOGO

NUTRITION PARTNER: \$5,000 (SUPPORTS 5 CLIENTS FOR ONE YEAR)

- ◆ FULL TABLE AT 2018 SOUPER DAY EVENT; COMPANY RECOGNITION AT 2018 EVENT AND IN PROGRAM
- ◆ WEBSITE AND SOCIAL MEDIA RECOGNITION
- ◆ COMPANY LOGO IN ALL 2019 DIRECT MAILING NEWSLETTERS DISTRIBUTED TO 6,000 PEOPLE, AND E-NEWSLETTERS DISTRIBUTED TO 3,000 PEOPLE
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION
- ◆ USE OF NEW BETHANY MINISTRIES PARTNERSHIP LOGO

LIFE SKILLS PARTNER: \$2,500 (SUPPORTS 2 CLIENTS FOR ONE YEAR AND ANOTHER FOR 6 MONTHS)

- ◆ 8 TICKETS TO 2018 SOUPER DAY EVENT; COMPANY RECOGNITION IN 2018 PROGRAM
- ◆ WEBSITE AND SOCIAL MEDIA RECOGNITION
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION
- ◆ USE OF NEW BETHANY MINISTRIES PARTNERSHIP LOGO

EDUCATION PARTNER: \$1000 (SUPPORTS 1 NEW BETHANY CLIENT FOR ONE YEAR)

- ◆ 4 TICKETS TO 2018 SOUPER DAY EVENT; COMPANY RECOGNITION IN 2018 PROGRAM
- ◆ WEBSITE AND SOCIAL MEDIA RECOGNITION
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION

TRAINING PARTNER: \$500 (SUPPORTS 1 NEW BETHANY CLIENT FOR 6 MONTHS)

- ◆ 2 TICKETS TO 2018 SOUPER DAY EVENT
- ◆ PERSONALIZED TOURS OF NEW BETHANY TO SEE YOUR CONTRIBUTION IN ACTION

COMMUNICATION PARTNER: \$250 (SUPPORTS 1 NEW BETHANY CLIENT FOR 3 MONTHS)

- ◆ 2 TICKETS TO 2018 SOUPER DAY EVENT