



2021 Sponsorship Packet



Dear Community Partner,

On **Thursday, May 13th, 2021**, PRISM will host its 8th Annual Taste of the 'Burbs virtual fundraiser. The event will celebrate the unique role PRISM plays in helping vulnerable members of the community build healthy, stable lives.

Funds raised at Taste of the 'Burbs will support the basic needs services provided to more than 7,500 children, adults, and seniors who come to PRISM seeking healthy food, proper clothing, and housing stability. For over 50 years, PRISM has relied on our community in order to serve those in need. Since COVID-19, PRISM has seen an increase of families visiting the food shelf nearly tripling the number of families visiting each month.

I am inviting you to be a sponsor of this event. In this packet you will find the various sponsorship levels available, as well as more information about the event. If you have questions, or would like to talk about more ways PRISM and your organization can partner, please don't hesitate to reach out to Alisha Olson at aolson@prismmpls.org.

Thank you for your support of PRISM,

Michelle Ness, MSW, LISW
Executive Director, PRISM

About PRISM

PRISM is a 501(c)(3) nonprofit founded in 1970 by caring community members concerned about struggling families who were unable to meet their basic needs. The mission of PRISM is **to provide social services and connections that empower people in our community to build healthy, stable lives.** Through the Marketplace Food Shelf, Housing Programs, and Shop for Change Thrift Shop, PRISM provides healthy food, proper clothing, and housing stability to nearly 7,500 low-income children, adults and seniors each year.

About Taste of the 'Burbs

Taste of the 'Burbs is PRISM's largest fundraiser. This fun and memorable event is a time for the community to come together and cultivate the impact your support has on families. An exciting live auction, a heart-warming program, and much more. In the last year, PRISM has continued to see a steady increase in families visiting our food shelf. We need our community now more than ever to ensure healthy foods and stable housing are available for our community.



Sponsorship Opportunities

\$10,000 Presenting Sponsor *(one exclusive opportunity available)*

- Opportunity to show 15-30 second video during PRISM's virtual program
- Opportunity for a company representative to participate in the welcoming remarks
- Verbal recognition from podium during program
- Prominent recognition in press release for general distribution
- Acknowledgement as exclusive Presenting Sponsor on all event materials
- Logo/name prominently displayed on event webpage with live link to company website
- Logo/name prominently displayed on looping event slideshow, event signage, program, and other event materials
- Minimum of four social media posts recognizing sponsorship prior to event
- Minimum of one social media post recognizing sponsorship post event
- Prominent listing among 2021 funders and live link to company page on PRISM website, and in our 2020-2021 annual report

**NO LONGER
AVAILABLE**

\$7,500 Golden Ticket Getaway Sponsor (One exclusive opportunity)

During event, guests will have the chance to win the 2021 Golden Ticket Giveaway with a grand prize of \$1,000 Visa Gift Card and their choice of one of four dream vacations. Last year, guests purchased over 275 Golden Tickets, and we anticipate even more excitement this year.

- Company listed as Golden Ticket Getaway Sponsor in all promotional material
- Opportunity to show 15-30 second video during PRISM's virtual program
- Verbal recognition from podium during program
- Prominent recognition in press release for general distribution
- Logo/name prominently displayed on event webpage with live link to company website
- Logo/name prominently displayed on looping event slideshow, event signage, program, and other event materials
- Minimum of three social media posts recognizing sponsorship prior to event
- Minimum of one social media post recognizing sponsorship post event
- Prominent listing among 2021 funders on PRISM website, and in our 2020-2021 annual report

**NO LONGER
AVAILABLE**

\$5,000 Gold Sponsor

- Opportunity to show 15-30 second video during PRISM's virtual program
- Logo/name prominently displayed on event webpage with live link to company website
- Logo/name prominently displayed on looping event slideshow, event signage, program, and other event materials
- Minimum of two social media posts recognizing sponsorship prior to event
- Minimum of one social media post recognizing sponsorship post event
- Inclusion among list of 2021 funders on PRISM website, and in our 2020-2021 annual report

\$2,500 Silver Sponsor

- Recognition in press release for general distribution
- Logo/name displayed on event webpage
- Logo/name displayed on looping event slideshow, event signage, program, and other event materials
- Minimum of one social media post recognizing sponsorship prior to event
- Minimum of one social media post recognizing sponsorship post event
- Inclusion among list of 2021 funders on PRISM website, and in our 2020-2021 annual report

\$1,000 Bronze Sponsor

- Logo/name displayed on event webpage
- Logo/name displayed on looping event slideshow, event signage, program, and other event materials
- Minimum of one social media post recognizing sponsorship prior to event
- Inclusion among list of 2021 funders on PRISM website, and in our 2020-2021 annual report

PRISM is a 501(c)3 non-profit and donations are tax deductible.

No goods or services are given in exchange for your gift.

We are open to all sponsorship levels, give us a call and let's talk more!

Unable to be a Sponsor but still want to be involved? Contact PRISM to talk about other ways we can



Sponsorship Form

To secure your sponsorship of PRISM's 2021 Taste of the 'Burbs, return this form to 1220 Zane Ave North, Golden Valley, MN 55422 or aolson@prismmpls.org.

Company Name: _____

Contact Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Sponsorship Level (choose one):

- Presenting (~~\$10,000~~) *exclusive* Gold (\$5,000) Bronze (\$1,000)
- ~~Golden Ticket Getaway (\$7,500) *exclusive*~~ Silver (\$2,500)

Check here if you require an invoice from PRISM for payment.

Other special requests: _____

My company is providing an in-kind donation to be used for the Silent or Live Auction. Item details:

Please note:

- Checks made payable to PRISM.
- Sponsorship payment must be received in full by **March 1st, 2021** to be included in all pre-event promotional materials.
- Company logo must be received by **March 1st, 2021** for guaranteed inclusion in event signage and materials.
- Please email company logo to aolson@prismmpls.org. EPS is preferred logo format to ensure highest quality image in event print materials. If an EPS is not available, please submit a high quality JPEG.
- PRISM reserves the right to determine the suitability of sponsorship, and allocate the use of funds and donated items as needed.



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1220 Zane Ave North, Golden Valley, MN 55422

prismmpls.org • 763.432.4229 • aolson@prismmpls.org