

# Rescue Mission 100th Anniversary Sponsorship Packet

*Promote your business and give back to your community!*

You have the unique opportunity to take part in a fun, rewarding year that will reach a large & varied customer base while supporting your community in the process!

The Rescue Mission is seeking sponsors for our 100th Anniversary celebration. Sponsorships may be in the form of grants, provision of needed in-kind support, and/or donated services. Sponsorship opportunities and benefits of sponsoring at each level are outlined in this packet. As a sponsor, you, your business or organization can help raise awareness about the needs of the homeless. You can join with The Rescue Mission in helping our community, while gaining valuable recognition for your organization. Don't miss this unique opportunity!

Rescue  Mission



## ABOUT THE RESCUE MISSION

The Rescue Mission is a not-for-profit organization headquartered in Tacoma, Washington. Guided by a belief in the human spirit, the Rescue Mission works with people in all stages of addiction, homelessness or other life challenges, offering proven services, support and facilities. Originally founded in 1912 to serve homeless men in Tacoma, the Rescue Mission has grown to serve women and children in all parts of Pierce County at six different locations.

## SERVICE BY NUMBERS

This past fiscal year we served 286,841 meals, and provided 151,551 bed nights for men, women, and children experiencing homelessness.

In 2012 the Rescue Mission (formerly known as Tacoma Rescue Mission) will be celebrating our 100th anniversary serving the homeless and hurting of our community. You have the opportunity to partner with us this year in our celebration.



Rescue  Mission



**Rescue**  **Mission**

## MARKETING STATISTICS

- ➔ In our busy season we have over 7,500 visits to our website each month
- ➔ On average we have about 900 active monthly users on Facebook
- ➔ Our newsletter mails to over 18,000 recipients during our busy months.

## SPONSOR BENEFITS

- ➔ Promotional benefits depending on your sponsorship level
- ➔ 100% tax-deductible write-off
- ➔ Knowledge that you are helping hurting homeless families, women, and men in your community receive hope for a better life

## HOW DO I SPONSOR THE 100th YEAR CELEBRATION?

- ➔ Please read the attached information on the benefits of sponsoring this event, and Contact Jann Sonntag or Juliet Wallin at 253.383.4493 or email [sponsorship@rescue-mission.org](mailto:sponsorship@rescue-mission.org)

# 100th Anniversary Celebration Event Overview

2012 marks the 100th year of the success of the Rescue Mission (formerly the Tacoma Rescue Mission) We are dedicating the year to educating the community, volunteers, and donors of our history, commitment and the impact the Mission has on single mothers, children, and men experiencing homelessness and hardships.

## **GALA**

The Rescue Mission gala is a formal event held at the LeMay Car Museum complete with food, entertainment, a presentation on the Mission, and a dessert auction. While the event is festive, the purpose is serious - to raise awareness for the homeless in our community, and raise money to continue our fight for the hurting and homeless of our community. Estimated attendance is about 250 people from all over Pierce County, and is in the evening on April 28th, 2012.

## **MISSION OPEN HOUSE**

Our 100th Anniversary open house will be a Saturday afternoon event showcasing our three main facilities; Adams St. Family Campus, The Downtown Campus, and Tyler St. Family Campus to the community. The event will include a BBQ, games, and testimonies from past and present clients. We will invite community members, volunteers, donors, and past clients and families.

## **100th ANNIVERSARY LUNCHEON**

The Rescue Mission luncheon celebration will be held at Hotel Murano on November 2012, and will include a formal lunch, special song from Rescue Mission youth, and inspiring testimonies, and special guest appearances. Estimated attendance is about 300 people from the Pierce County community.

## Sponsor Levels & Benefits

Join the Rescue Mission in celebrating 100 years of service to our community. Your support is helping create a healthy community by caring for those who are hurting and hungry in your own neighborhood.

We value sponsorships at all levels. Early sponsorship ensures the best visibility. Your sponsorship helps ensure that proceeds from our centennial celebration events go right to those experiencing homelessness in Pierce County.

We strive to make our sponsorship benefits meaningful to you, and we welcome your thoughts and ideas. For more information contact Jann Sonntag at 253.383.4493 or email [sponsorship@rescue-mission.org](mailto:sponsorship@rescue-mission.org)

### **Platinum Sponsorship for the entire 100th year- \$20,000**

- Noted as key partner in all press releases & interviews concerning 100th anniversary topics.
- A table of 9 at the Gala and Luncheon (18 tickets total) name will be on the table, and parking passes included if necessary.
- Sponsor's logo/name on all promotional pieces including invites, banners, website event pages, programs, etc.
- Sponsor's highlighted in our newsletter with a reach of over 18,000 people for the months of March, April, and October. Special article on your partnership in the September newsletter.
- Sponsor promoted & linked on Facebook once a month for 2012, occasional mentions on Twitter.
- Opportunity to add promo materials to "gift bag" at Gala event.

### **Gold Sponsorship for the entire 100th year- \$12,000**

- A table of 9 at the Gala or Luncheon, name will be on the table, and 4 parking passes included if necessary.
- Sponsor's name on all promotional pieces including invites, banners, website event pages, programs, etc.
- Sponsor's highlighted in our newsletter with a reach of over 18,000 people for the months of March, April, and October.
- Sponsor promoted & linked on Facebook at least 6 times, occasional mentions on Twitter.
- Opportunity to add promo materials to "gift bag" at Gala event.

## GALA

*The Rescue Mission gala is a formal event held at the LeMay Car Museum complete with food, entertainment, a presentation on the Mission, and a dessert auction. While the event is festive, the purpose is serious - to raise awareness for the homeless in our community, and raise money to continue our fight for the hurting and homeless of our community. Estimated attendance is about 200-250 people from all over Pierce County, and is in the evening on April 18th, 2012.*

### Gala Champion Sponsorship: \$10,000

- Special mention at the event on stage, and in the program
- A table of 8 at the Gala with your name on the table, and 4 parking passes included if necessary.
- Sponsor's name on all event promotional pieces including invites, website event page, event graphics, programs, etc.
- Sponsor's highlighted in our March newsletter with a reach of approx 18,000 people.
- Sponsor promoted & linked on Facebook at least 3 times, occasional mentions on Twitter.
- Opportunity to add promo materials to "gift bag" at Gala event.

### Gala Hero Sponsorship: \$3,000

- Special mention in the event program & special event signage
- A table of 8 at the Gala with your name on the table, and 4 parking passes included if necessary.
- Opportunity to add promo materials to "gift bag"

## LUNCHEON

*The Rescue Mission luncheon celebration will be held at Hotel Murano on November 2012, and will include a formal lunch, special song from Rescue Mission youth, a special message from the mayor, and inspiring testimonies. Estimated attendance is about 250 people from the Pierce County community.*

### Luncheon Champion Sponsorship: \$8,500

- Special mention at the event on stage, and in the program, table of 8 at the Gala with your name on the table, and 4 parking passes included if necessary.
- Sponsor's name on all event promotional pieces including invites, website event page, programs, etc.
- Sponsor's highlighted in our October newsletter with a reach of approx 18,000 people.
- Sponsor promoted & linked on Facebook at least 3 times during the fall season, occasional mentions on Twitter.

### Luncheon Hero Sponsorship: \$2,500

- Special mention in the event program & special event signage.
- A table of 8 at the Luncheon with your name on the table, and 4 parking passes included if necessary.

# Cash Sponsor Registration Form

Please include us as a sponsor for The Rescue Missions 100th anniversary

## Sponsor Information

Sponsor/Company (as it should appear) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Company/Organization Contact \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Email \_\_\_\_\_

## Donation Information

*(Please check the appropriate box)*

Platinum Sponsor \$20,000

Gold Sponsor \$12,000

### GALA

Gala Champion Sponsor \$10,000

Gala Hero Sponsor \$3,000

### LUNCHEON

Luncheon Champion Sponsor \$8,000

Luncheon Hero Sponsor \$2,500

Other Amount: \_\_\_\_\_

## Method of Payment (100% tax-deductible)

Enclosed is my check (Make checks payable to: The Rescue Mission)  
*Mail to: The Rescue Mission 702 Pacific Ave Tacoma, WA 98402*

Please send us an invoice

Please contact me on how to pay online with a credit card

For maximum exposure, please send us your logo as soon as possible. Please provide your logo in an eps. format. (alternate format of jpeg. or tiff. with resolution of 300dpi also accepted) Submit logos or questions to [sponsorship@rescue-mission.org](mailto:sponsorship@rescue-mission.org).

I will send my logo to [sponsorship@rescue-mission.org](mailto:sponsorship@rescue-mission.org)

N/A I am an individual

I would like my donation to be private

Authorized Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Tax-deductible receipt will be sent upon receipt of payment.*

### **Please return to:**

*The Rescue Mission Attn: Sponsorship  
702 Pacific Ave, Tacoma, WA 98402*

**Fax to:** 253.627.7026 **Or Email to:** [sponsorship@rescue-mission.org](mailto:sponsorship@rescue-mission.org)

# In-Kind Donation Form

Please include us as a sponsor for The Rescue Missions 100th anniversary

## Sponsor Information

Sponsor/Company (as it should appear) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Company/Organization Contact \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Email \_\_\_\_\_

## In-Kind Value

\$ \_\_\_\_\_

\_\_\_\_\_ hours at \$ \_\_\_\_\_/ rate valued at \_\_\_\_\_.

\_\_\_\_\_ hours at \$ \_\_\_\_\_/ rate valued at \_\_\_\_\_.

## Method of Payment (100% tax-deductible)

- Enclosed is my check (*Make checks payable to: The Rescue Mission*)  
*Mail to: The Rescue Mission Attn: Sponsorship 702 Pacific Ave Tacoma, WA 98402*
- Please send us an invoice
- Please contact me on how to pay online with a credit card

Authorized Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Tax-deductible receipt will be sent upon receipt of payment.*

### **Please return to:**

*The Rescue Mission Attn: Sponsorship  
702 Pacific Ave, Tacoma, WA 98402*

**Fax to:** 253.627.7026 **Or Email to:** [sponsorship@rescue-mission.org](mailto:sponsorship@rescue-mission.org)

*Please know how much we appreciate your support!*