

[35  
years]

# FORMULA FOR HOPE



Tuesday, May 22nd at the Hilton Minneapolis • Noon to 1:00 • Registration begins at 11:15

## Reaching Out to Parents and Children in Need

Last year, Greater Minneapolis Crisis Nursery answered over 3,900 calls for help from parents who are experiencing crises such as homelessness, domestic violence, and mental health issues. On average, 75 percent of the families we serve have annual incomes of under \$10,000; nearly 40 percent are homeless, and over half have experienced some form of domestic violence.



Your sponsorship of the Formula for Hope luncheon, our largest fundraiser of the year, will help Greater Minneapolis Crisis Nursery achieve its mission to end child abuse and neglect and create strong, healthy families.

## Your Sponsorship Gives Parents Strength & Hope

Greater Minneapolis Crisis Nursery not only offers hope for a brighter future for local families, it is a shining example of a comprehensive program that achieves sustainable results. Designed to prevent abuse and neglect, the Crisis Nursery provides respite for parents stretched to the breaking point.

Our services include:

- 24-hour crisis line
- Crisis counseling
- Community referrals
- Parent education
- Family support group
- Home visiting program
- 24-hour residential care for children, 0-6 years



# Presenting Sponsor Opportunity

## **Platinum \$25,000**

As the Presenting Sponsor, your organization will not only be recognized as an organization that responds to the needs of children and families in the Greater Minneapolis area; you will significantly underwrite the cost of the luncheon, allowing attendees' gifts to go directly towards funding our critical programs. You will also help the Nursery introduce over 750 attendees to the life-changing work of Greater Minneapolis Crisis Nursery.

### **EVENT RECOGNITION**

- Recognized as Presenting Sponsor of event with company name and logo integrated into event logo
- Two tables of ten (seating for 20) with signage at luncheon
- Special thank you mention by MC during the program
- Logo recognition on front cover of event program
- Logo on Platinum signage at luncheon
- Logo recognition during slide presentation

### **MARKETING**

- Logo on event website with hyperlink to company's website for one month
- Sponsor spotlight and logo recognition in newsletter
- Special listing in annual report
- Recognition in all social media mentions



115 parents  
participated  
in education  
and support  
groups

# Gold, Silver, and Bronze Sponsorship Opportunities

## **Gold \$10,000**

### **EVENT RECOGNITION**

- Table of ten with signage at luncheon
- Special thank you mention by MC during the program
- Logo recognition in event program
- Logo on select signage at luncheon
- Logo recognition during slide presentation

### **MARKETING**

- Logo on event website with hyperlink to company's website for one month
- Logo recognition in newsletter
- Listing in annual report
- Recognition on social media

## **Silver \$5,000**

### **EVENT RECOGNITION**

- Table of ten with signage at luncheon
- Logo recognition in event program
- Logo on select signage at luncheon
- Logo recognition during slide presentation

### **MARKETING**

- Logo on event website for one month
- Name recognition in newsletter
- Listing in annual report
- Recognition on social media

## **Bronze \$2,500**

### **EVENT RECOGNITION**

- Table of ten with signage at luncheon
- Name recognition in event program
- Logo on select signage at luncheon
- Logo recognition during slide presentation

### **MARKETING**

- Name recognition on event website for one month
- Name recognition in newsletter
- Listing in annual report
- Recognition on social media

99% of our  
parents learned  
new techniques  
to reduce  
stress



We provided  
2,688 referrals to  
other community  
resources



# Individual Sponsor Opportunity

## Table Sponsor \$750

As a Table Sponsor and Host, you demonstrate that you believe that the safety and wellbeing of the children of this community are a priority.

### **EVENT RECOGNITION**

- Table of ten with signage at luncheon
- Name recognition in event program
- Name recognition during slide presentation



5,442  
bedtime  
stories were  
read



35  
years

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Please confirm your participation  
as a 2018 Formula for Hope sponsor  
by completing this form:

Thank you for investing  
in our mission to end  
child abuse and neglect!

Sponsor Name:

(Please list sponsor's name as it should appear in print material)

Contact:

Address:

City/State/Zip:

Email:

Phone:

**Level of Support:**

Platinum Sponsor - \$25,000  Gold Sponsor - \$10,000

Silver Sponsor - \$5,000  Bronze Sponsor - \$2,500

Individual Table Sponsor - \$750

**Payment Method: (please check one option)**

Check  Amex  Mastercard  Visa

Account #:  Expiration:

Name on Card:

Signature: \_\_\_\_\_

Please send an invoice

**Sponsorship confirmation and payment can be mailed to:**

Greater Minneapolis Crisis Nursery

Attn: Formula for Hope

4544 4th Avenue South

Minneapolis, MN 55419

**If you have any questions, please contact:**

Jennifer Harrison - Development & Communications Director

Phone: 612.767.8461 Email: [jharrison@crisisnursery.org](mailto:jharrison@crisisnursery.org)

Thank you for investing in our mission to end child abuse and neglect!