

# Sponsorship That Makes A Difference!



Community Living Access is in the process of compiling the 2023 Lottery Cash Calendar. Our **ROBUST Sponsorship Program** provides businesses and organizations high profile ways to support individuals with Developmental Disabilities.

We would be honoured to provide you with additional information on this year's Robust Sponsorship Opportunities and other ways you can support this vital and important initiative.

All proceeds from our fundraising events will assist: CL Access to provide Independent Facilitation and Planning for Families; Support our Financial Assistance Fund, a fund that enables us to offset transportation, utility and assistive device costs; and provide extra support that individuals would not otherwise have access to. Your Sponsorship and/or your charitable donations, in-kind product or service makes a substantial difference in the lives of the individuals we support.

We are inviting you today to consider assisting our fundraising efforts this year. I would be honoured to review the various options with you. If you wish more information, please feel free to contact Don Lawson. Thank you in advance for considering Sponsorship and / or making Charitable Donation.



## 2023 Calendar Theme

### CELEBRATING & PLAYING IN OUR VIBRANT COMMUNITIES

Norfolk & Haldimand are lucky to have so many amazing Community Events taking place right here in our own backyard. Our Calendar will be showcasing how vibrant our community is, and reminding everyone to Play and Shop local! By focusing on supporting our communities and businesses, we are promoting and modeling the importance of Belonging!



## 2023 LOTTERY CASH CALENDAR SPONSORSHIP PROGRAM OPPORTUNITIES

<b>BENEFITS</b>	<b><u>GOLD</u> -Contact Us-</b>	<b><u>SILVER</u> -\$1000-</b>	<b><u>BRONZE</u> -\$500-</b>	<b><u>PAGE</u> -\$200-</b>
<b>RECOGNITION WITHIN THE CALENDAR</b>				
Featured Business Photo/Flyer on a Picture Page of the Calendar	TBD FULL PAGES	ONE FULL PAGE	ONE HALF PAGE	ONE QUARTER PAGE
Logo On the Front of the Calendar	LARGEST	LARGE	×	×
Logo Placement Inside the Calendar	12 TIMES	6 TIMES	3 TIMES	1 TIME
Logo On Sponsor Page List in Calendar	LARGEST	2 <sup>ND</sup> LARGEST	3 <sup>RD</sup> LARGEST	REGULAR SIZE
Sponsor Specific Dates in Calendar	24 TIMES	18 TIMES	12 TIMES	2 TIMES
<b>SOCIAL MEDIA &amp; WEBSITE RECOGNITION</b>				
Social Media Thank You Posts	FOUR SOLO POSTS	TWO SOLO POST	ONE GROUP POST (with logos)	ONE GROUP POST (no logos)
Sponsors Name & Website Listed on CLA Website (hyperlinked)	✓	✓	✓	✓
Sponsors Logo Showcased on CLA Website (hyperlinked)	✓	✓	×	×
Business Profiled on CLA Social Media	✓	✓	✓	×
<b>OTHER</b>				
Logo On 4x8 Banner Featured During Live Streamed Draws	LARGEST	2 <sup>ND</sup> LARGEST	3 <sup>RD</sup> LARGEST	REGULAR SIZE
Radio Thank You Ad	✓	✓	✓	✓
Thank You on our NEW Digital Sign	SOLO POSTS	SOLO POST	GROUP POST (with logos)	GROUP POST (no logos)
Business Ad on our Digital Sign for 4 Days	12 TIMES	5 TIMES	3 TIMES	1 TIME

### ◆GOLD SPONSORSHIP◆

Our highest sponsorship tier features the largest logo on the front of our calendar. On the inside, you'll find FULL Picture Pages featuring your business, the amount is TBD based on sponsorship dollars. This could be a picture of your store front, staff, flyer promoting your business, thank you message, etc. You can be as creative as you wish! Throughout the calendar you'll also find your corporate name/logo **12 times** on the bottom/top of a Date Page, or bottom of a Picture Page. On the front inside cover of the Calendar you'll find our dedicated sponsors page, your corporate name/logo will be the largest featured! You'll also be able to promote up to **24 specific dates** in Date Boxes in the calendar. You can showcase events, promotion messages in Calendar on Specific Dates. The verbiage can be between 1 to 12 words (max.)

You will receive 4 dedicated tagged (if applicable) posts featuring just your corporate name/logo on our social media (Facebook/Instagram) Your corporate name/logo/website will be hyperlinked in our highlighted sponsors on our website! We will showcase a promotional video on our on social media (Facebook/Instagram). The video can be up to 2 minutes long.

Our weekly Lottery Cash Calendar Draws are done in front of a 4x8 banner featuring all our sponsors. Your corporate name/logo will appear as the largest size. You'll also be included in our thank you radio ad listing all our sponsors. You'll receive a dedicated thank you graphic on our new digital sign! You'll also be able to place one of your own ads on our digital sign 5 times throughout the year. The ad will stay up for 4 days.

### ◆SILVER SPONSORSHIP◆

The Silver Sponsorship tier features a large logo on the front of our calendar. On the inside, you'll have one FULL Picture Page featuring your business. This could be a picture of your store front, staff, flyer promoting your business, thank you message, etc. You can be as creative as you wish! Throughout the calendar you'll also find your corporate name/logo **6 times** on the bottom/top of a Date Page, or bottom of a Picture Page. On the front inside cover of the Calendar you'll find our dedicated sponsors page, your corporate name/logo will be the 2<sup>nd</sup> largest featured! You'll also be able to promote up to **18 specific dates** in Date Boxes in the calendar. You can showcase events, promotion messages in Calendar on Specific Dates. The verbiage can be between 1 to 12 words (max.)

You will receive one dedicated tagged (if applicable) posts featuring just your corporate name/logo on our social media (Facebook/Instagram). Your corporate name/logo/website will be hyperlinked in our highlighted sponsors on our website! We will showcase a promotional video on our on social media (Facebook/Instagram). The video can be up to 2 minutes long.

Our weekly Lottery Cash Calendar Draws are done in front of a 4x8 banner featuring all our sponsors. Your corporate name/logo will be the 2<sup>nd</sup> largest size. You'll also be included in our thank you radio ad listing all our sponsors. You'll receive a dedicated thank you graphic on our new digital sign! You'll also be able to place one of your own ads on our digital sign 5 times throughout the year. The ad will stay up for 4 days.

### ◆BRONZE SPONSORSHIP◆

The Bronze Sponsorship tier features one half of a shared Picture Page featuring your business. This could be a picture of your store front, staff, flyer promoting your business, thank you message, etc. You can be as creative as you wish! Throughout the calendar you'll also find your corporate name/logo **3 times** on the bottom/top of a Date Page, or bottom of a Picture Page. On the front inside cover of the Calendar you'll find our dedicated sponsors page, your corporate name/logo will be the 3<sup>rd</sup> largest featured! You'll also be able to promote up to **12 specific dates** in Date Boxes in the calendar. You can showcase events, promotion messages in Calendar on Specific Dates. The verbiage can be between 1 to 12 words (max.)

You will receive a tagged (if applicable) post featuring your logo along with other sponsors' logos on our social media (Facebook/instagram). Your corporate name/website will be hyperlinked in our list of sponsors on our website! You will be profiled in a 15-20 second custom video featured on social media (Facebook/Instagram).

Our weekly Lottery Cash Calendar Draws are done in front of a 4x8 banner featuring all our sponsors. Your corporate name/logo will be the 3<sup>rd</sup> largest size. You'll also be included in our thank you radio ad listing all our sponsors. You'll receive a thank you graphic on our new digital sign along with other sponsors' logos! You'll also be able to place one of your own ads on our digital sign 3 times throughout the year. The ad will stay up for 4 days.

### ◆PAGE SPONSORSHIP◆

A Page Sponsorship tier features one quarter of a shared Picture Page featuring your business. This could be a picture of your store front, staff, flyer promoting your business, thank you message, etc. You can be as creative as you wish! Throughout the calendar you'll also find your corporate name/logo **1 times** on the bottom/top of a Date Page, or bottom of a Picture Page. On the front inside cover of the Calendar you'll find our dedicated sponsors page, a regular size copy of your corporate name/logo will be featured! You'll also be able to promote up to **2 specific dates** in Date Boxes in the calendar. You can showcase events, promotion messages in Calendar on Specific Dates. The verbiage can be between 1 to 12 words (max.)

You will receive a tagged (if applicable) recognition on our social media (Facebook/instagram) along with multiple other sponsors. Your corporate name/website will be hyperlinked in our list of sponsors on our website!

Our weekly Lottery Cash Calendar Draws are done in front of a 4x8 banner featuring all our sponsors. A regular size copy of your corporate name/logo will be featured. You'll also be included in our thank you radio ad listing all our sponsors. You'll receive a thank you graphic on our new digital sign along with other sponsors'! You'll also be able to place one of your own ads on our digital sign 1 time throughout the year. The ad will stay up for 4 days.

**For more information about any of our Sponsorship Tiers, please contact Don Lawson at [dlawson@communitylivingaccess.ca](mailto:dlawson@communitylivingaccess.ca)**

***Note: Sponsors have opportunities to be part of our live 52 weekly draws on Facebook Live – chat with Don [dlawson@communitylivingaccess.ca](mailto:dlawson@communitylivingaccess.ca)***