



Keystone Opportunity Center

Providing Help • Offering Hope

SPONSORSHIP OPPORTUNITIES

At

Keystone Opportunity Center

A 501(c)(3) Nonprofit Organization providing:

FOOD – HOUSING – EDUCATION

In Montgomery and Bucks counties

<p>Gain Name Recognition</p>	<p>Support Your Community</p>	<p>Help People in Need</p>
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Keystone Opportunity Center is excited to share with you our 2021 offerings of sponsorship and sponsor benefits for your consideration.

Thank you in anticipation of your decision to make a sponsorship commitment that illustrates your care for the community.

We invite you to be part of the solution that supports children, adults and families in Montgomery County and Bucks counties—and to be recognized as a partner to Keystone Opportunity Center among our expansive demographic of high-net-worth donors and constituents.

Standard benefits of sponsorship are included in this proposal, but we welcome your creative ideas about tailoring your sponsorship benefits to the needs of your organization.

Please take a few minutes to review these materials. Malcolm Friend, our Director of Resource Development, will follow-up with you to see if you have any questions we can answer about the proposal, or our organization. Alternatively, you may simply return a completed 2021 Sponsorship Agreement form and we will initiate your sponsorship benefits without further delay.

The work we do in the community is dependent upon the financial support of corporations, foundations and private supporters. We have been fortunate in past years to have the support from philanthropic partners like you. We are hopeful that 2021 will be no exception.

Sincerely,

Arlene Daily
Executive Director
adaily@keystoneopp.org
(215) 723-5430 x108

Malcolm Friend
Director of Resource Development
mfriend@keystoneopp.org
(215) 723-5430 x103

The official registration and financial information of the Keystone Opportunity Center may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

FACT SHEET

The mission of Keystone Opportunity Center is to help community members in need by offering a comprehensive array of social services that *educate, encourage* and *empower* them to become self-sufficient.

Date formed:	April 9, 1990
Location:	104 North Main Street, Souderton, PA 18964
Service Area:	Montgomery County, upper Bucks County
Clients served:	5,000+ annually
Donors:	7,150
Website:	www.KeystoneOpportunity.org
E-Mail Reach:	9,244
Social Media Outreach:	2,527
Facebook:	facebook.com/keystoneopp
Instagram:	instagram.com/keystoneopp
Twitter:	twitter.com/keystoneopp

SERVICES:

Housing the Homeless

- Homelessness Prevention
- Eviction Diversion
- Rapid Rehousing
- Permanent Supportive Housing
- Owner/operator of 18 affordable housing units (lack of affordable housing is a major contributor to homelessness)
- Case management to help our families--approximately 500 people each year--successfully get back on their feet and maintain safe housing

Feeding the Hungry

- A Food Pantry providing healthy groceries for approximately 3 weeks of meals in each monthly pickup. 225 pickups per week/1,000 neighbors served. Pantry users qualify for assistance based on income.
- A weekly Mass Food Distribution program which provides healthy groceries to all who show up, no questions asked. Serves approximately 3,000 people each year.
- 585,000 pounds of food (equivalent to 500,000 meals) distributed in 2020.

Life Changing Education

- English as a Second Language
- High School Equivalency
- Citizenship Preparation
- Adult Basic Education
- English for College and Career
- Family Literacy
- Educating approximately 500 students each year

Keystone Opportunity Center Sponsorship

We seek sponsorship for the services to support our work with community members, and will work with you to provide adequate recognition for your contribution. Revenue from sponsorship will be used to meet the most immediate needs of Keystone Opportunity Center clients, and is considered unrestricted.

Sponsorship Levels:

Our fresh new approach to sponsorship this year reflects benefits tailored to meet your needs at the following levels. These are general guidelines as we gratefully accept contributions of any level. Sponsorship levels reflect the value of total giving between January 1 and December 31 of any given year.

We invite you to speak with Malcolm Friend to select the benefits that best work for you and your philanthropic vision. 215-723-5430 ext 103 or MFriend@KeystoneOpp.org

Sponsorship Benefits

	VIP Level \$15,000 and above	Presenting Level \$10,000 - \$14,999	Diamond Level \$7,500 - \$9,999	Platinum Level \$5,000 - \$7,499	Gold Level \$2,500 - \$4,999	Silver Level \$1,000 - \$2,499	Bronze Level \$250 - \$999
Sponsorship Benefits							
Annual Event							
Event promotion digital marketing	X						
Branded pre-event digital waiting room before event	X						
Filmed greeting to guests	X						
Inclusion in scroll/interstitials during virtual event	X	X	X				
Advertisement in Program	Full page inside front or rear cover or center page location	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter Page
Logo in announcement mailing	X	X	X	X	X		
Logo with link, or name with no link, on Annual Event web page	Logo	Logo	Logo	Logo	Logo	Name	Name
Announcement of sponsorship on social media	6x	4x	4x	4x	2x	2x	1x
Fresh For All							
Opportunity to provide a volunteer team at Fresh for All	X	X	X	X	X	X	X
Table at Fresh for All	3x	3x	2x	1x			
Logo placement at weekly Fresh for All	X	X	X	X	X		
Logo placement on Fresh for All web presence	X	X	X	X	X	X	X
Inclusion in weekly Social Media posts for Fresh for All	4x	4x	3x	2x	1x		
Communications							
Logo recognizing sponsorship on appeal letters	X	X					
Logo acknowledging sponsorship on appeal letters	X	X					
Logo placement on Immediate Need communications	Weekly	12x	6x	2x			
Inclusion in press releases	X	X	X	X	X		

Advertisement, Logo w/ link, or Name in Keystone emails	Ad	Ad	Logo	Logo	Logo	Name	Name
Logo with link, or Name without link, on Keystone website	Logo	Logo	Logo	Logo	Logo	Name	Name
Ongoing Benefits							
Opportunity for Keystone presentation to your staff	X	X	X	X			
Inclusion in the 2021 Annual Report	X	X	X	X	X	X	X
Certificate of Appreciation	X	X	X	X	X	X	X
Logo or Name placement on Keystone event t-shirts in 2021	Logo	Logo	Logo	Logo	Logo	Name	Name



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2021 Sponsorship Order Form

Company: _____

Contact: _____

Postal address: _____

Phone: _____ Email: _____

Total Sponsorship Commitment

- VIP Level \$15,000 or more
- Presenting \$10,000 - \$14,999
- Diamond \$7,500 - \$9,999
- Platinum \$5,000 - \$7,499
- Gold \$2,500 - \$4,999
- Silver \$1,000 - \$2,499
- Bronze \$250 - \$999

NOTE USE OF FUNDS:

Sponsorship funds will be put towards the greatest need.

PAYMENT OPTIONS

Check Enclosed (Please make out to Keystone Opportunity Center)

Invoice Me

Bill My Credit Card: Credit Card Number: _____

Cover my credit card fees (select this if you elect to cover fees up to \$100. (Circle one) YES or NO

Name on Card: _____

Expiration Date: _____ Security Code _____

Billing Address of Card: _____

Keystone Opportunity Center is a 501(c)3 non-profit community organization, donations to which are tax deductible to the fullest extent of the law. The official registration and financial information of Keystone Opportunity Center may be obtained from the PA Department of State by calling toll free within Pennsylvania: 1-800-732-0999. Registration does not imply endorsement.

RETURN COMPLETED FORM TO:

Malcolm Friend
Keystone Opportunity Center, Inc
104 N Main Street
PO Box 64183
Souderton, PA 18964
EMAIL: MFriend@KeystoneOpp.org
FAX: 215-799-0739