



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 2022 offerings of sponsorship and associated benefits for your consideration.

Thank you in anticipation of your decision to make a sponsorship commitment not only promotes your business interests, but also illustrates your deep care for your community.

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

With a number of new in-person special events this year we are delighted to include additional benefits offered through sponsorship in this proposal. We also welcome your creative ideas about tailoring your sponsorship benefits to the needs of your organization.

Please take a few minutes to review these materials. I will follow-up with you to answer any questions you may have about the proposal, or Keystone Opportunity Center. Alternatively, you may simply return a completed 2022 Sponsorship Agreement form and we will initiate your sponsorship benefits without any further delay.

The work we do in the community relies upon the financial support of corporations, foundations and individuals. We have been fortunate in past years to have support of philanthropic partners like you. We look forward to continuing our partnership with you through 2022.

Sincerely,

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	3,328
Facebook:	facebook.com/keystoneopp
Instagram:	instagram.com/keystoneopp
Twitter:	twitter.com/keystoneopp

SERVICES:

Housing the Homeless in Upper Bucks and Montgomery counties – Keystone Opportunity Center provides a continuum of support from Homelessness Prevention, Rental Assistance, and Eviction Diversion, Rapid Rehousing, and Permanent Supportive Housing. We provide case management across the board to help our families successfully get back on their feet and maintain safe housing. We also own/operate eighteen affordable housing units. One important factor in homelessness in the US is a lack of affordable housing, so we are doing our part to increase the number of safe, affordable homes.

Feeding the Hungry – Keystone Opportunity Center operates a food pantry serving nearly 2,032 households across the Souderton Area School District who are dealing with food insecurity. Pantry users qualify for assistance based on their income, and are allowed to visit the pantry once per month to receive food that could include: meats, dairy, fresh vegetables along with canned items. Keystone Opportunity Center also operates Fresh For All, a drive thru distribution program that serves 20-30 lbs. of free produce every week, year round to 150 households.

Educating Adults – Keystone Opportunity Center provides free comprehensive adult education services via online and in person classroom instruction or tutoring for residents of Montgomery County and for those living along the Montgomery/Bucks County lines. Instruction includes English as a Second Language (Literacy, Beginner, Intermediate, Advanced), College and Career English, English for senior citizens, citizenship preparation, family literacy, adult basic education, pre-high school and high school equivalency. Education staff also support students through goal setting, case management, and referrals to county partners for employment, training, and career exploration.

SPONSORSHIP LEVELS AND BENEFITS

Sponsorship will help support our essential services for members of our community. All revenue from sponsorship is considered unrestricted and will be used to meet the immediate needs of Keystone Opportunity Center clients.

Sponsorship Levels:

Our sponsorship opportunities reflects this year reflects benefits tailored to support your organizations objectives based on the following levels. We appreciate your consideration of these options; we gratefully accept your support and will work with you to provide recognition that is meaningful to you and your organization. Sponsorship levels reflect the total amount of your commitment between January 1 and December 31 of any given year.

We invite you to speak with Malcolm Friend to select the sponsorship level and associated 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							
Seasonal Special Events							
Mid-Summer Event – Sundae Sunday – August 28th – Harleysville <i>A family friendly social event with ice-cream sundaes and summer games</i>							
Event promotion digital marketing	X	X	X	X	X	X	X
Tickets to attend the event	5 ppl	4 ppl	4 ppl	3 ppl	3 ppl	3 ppl	2ppl
Opportunity for a table at the event	X	X	X	X			
Logo at welcome area	X	X	X	X	X		
Logo included in press releases	X	X	X				
Fall Event – Wine Tasting Reception – October 13th – Perkasio <i>Reception event including awards to our Community Champions, wine tasting, food and auction</i>							
Event promotion digital marketing	X	X	X	X	X	X	X
Tickets to attend the event	10 ppl	8 ppl	6 ppl	4 ppl	2 ppl		
Opportunity for a table at the event	X	X	X	X			
Logo at welcome area	X	X	X	X	X		
Logo included in press releases	X	X	X				
Keystone Stories and virtual auction							
Event promotion digital marketing	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	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter Page

	cover or center page location						
Logo in announcement mailing	X	X	X	X	X		
Logo with link, or name with no link, on 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		
Promotion of Employment Opportunities per year	12x	5x	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 2022 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 2022	Logo	Logo	Logo	Logo	Logo	Name	Name



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2022 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

Additional donations welcome at every level.

NOTE USE OF FUNDS:

Sponsorship funds and additional donations will be used to meet the greatest need as determined by Keystone Opportunity Center.

PAYMENT OPTIONS

Check Enclosed (Please make out to Keystone Opportunity Center)

Please send an invoice

Name invoice should be addressed to: _____

Address invoice should be sent: _____

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 charitable 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.

PO Box 64183, Souderton, PA 18964

EMAIL: MFriend@KeystoneOpp.org

FAX: 215-799-0739 - PHONE: 215-723-5430, ext. 103 (