

SAMARITAN HOUSE



Annual Partnerships 2023-24



Samaritan House is the region's leading provider of services for survivors of domestic violence and human trafficking. As a Samaritan House partner, your company can

- Create a positive community image
- Grow potential new customers for your business
- Enjoy visibility in the community
- Enhance employee development and involvement
- Empower those less fortunate
- Provide opportunities & second chances

Samaritan House and our partners were in television, print, and media more than 180 times last year, promoting our mission, events, and initiatives. Samaritan House had over 54,000+ website impressions.

www.samaritanhouseva.org

SAMARITAN HOUSE



Diamond Partner

\$50,000 +



- Naming opportunity
- Name and logo on donor wall at Samaritan House
- Company name, logo & link on Samaritan House website for 12 months
- Title sponsor for up to two events and sponsor inclusion in all events for 12 months
- Social media highlights of your business
- Marketing opportunity to reach 9,000+ social media followers
- Engage your employees in volunteer activities
- Opportunity to participate in or host workshops
- Tabling opportunity at select Samaritan House sponsored events
- Press release announcing new partnership
- Mention in event media release and an opportunity to create editorial content for regional media.

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Platinum Partner \$25,000 +

- Name and logo on donor wall at Samaritan House
- Company name, logo & link on Samaritan House website for 12 months
- Title sponsor for one event
- Sponsor inclusion for up to three events
- Social media highlights of your business
- Marketing opportunity to reach 9,000+ social media followers
- Engage your employees in volunteer activities
- Opportunity to participate in or host workshops
- Tabling opportunity at select Samaritan House sponsored events
- Press release announcing new partnership



Gold Partner \$15,000 +

- Name on donor wall at Samaritan House
- Company name, logo & link on website for 12 months
- Sponsor inclusion for up to three events
- Social media highlights of your business
- Engage your employees in volunteer activities
- Tabling opportunity at select Samaritan House sponsored events
- Press release announcing new partnership



SAMARITAN HOUSE



Events & Initiatives



January

Human Trafficking Awareness Month

April

Child Abuse Prevention Awareness Month

June

- Annual Televised Fundraising Event produced in conjunction with WTKR Channel 3
- Step Into the Light Gala

October

Domestic Violence Awareness Month

- Women Against Violence (WAV) Luncheon
- Paint 757 Purple

November & December

Home for the Holidays

SAMARITAN
HOUSE



Human Trafficking Awareness Month



January is Human Trafficking Awareness Month

In recognition of Human Trafficking Awareness Month, we educate the community through social media posts, eblasts, and media interviews. Our supporters partner with us through peer-to-peer initiatives.

Presenting Sponsor \$5,000 +

Receive all the benefits of your annual partnership level PLUS:

- Listed as presenting sponsor on all media releases and marketing materials
- Additional social media highlight during the campaign

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Televised Fundraising Event



Each year, we partner with WTKR Channel 3 to produce an hour-long prime-time special focusing on violence in Hampton Roads and how Samaritan House assists survivors.

Presenting Sponsor - \$25,000 +

Receive all the benefits of your annual partnership level PLUS:

- Listed as presenting sponsor on all media releases and mentions, television commercials, and marketing materials
- 16 tickets to preview gala
- Additional social media highlights during the campaign
- Recognition as presenting sponsor during the event
- 60 seconds total of commercial airtime
- Logo listed on sponsor scroll during event
- Name, logo, and link to your website on telethon landing page and donation page

Purple Sponsor - \$12,000 +

Receive all the benefits of your annual partnership level PLUS:

- Listed as sponsor on all media releases and mentions, television commercials, and marketing materials
- 8 tickets to preview gala
- Additional social media highlights during the campaign
- 30 seconds total of commercial airtime
- Logo listed on sponsor scroll during event
- Name, logo, and link to your website on telethon landing page and donation page

Orange Sponsor - \$5,000 +

Receive all the benefits of your annual partnership level PLUS:

- Additional social media highlights during the campaign
- 15 seconds total of commercial airtime
- 8 tickets to preview gala
- Logo listed on sponsor scroll during event
- Company name on telethon landing page and donation page

*Additional sponsorship opportunities available

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Step Into the Light Gala



Step into the Light is an evening of light and hope that highlights the upcoming televised event and celebrates stories of success.

Presenting Sponsor - \$25,000 +

Receive all the benefits of your annual partnership level PLUS:

- Listed as presenting sponsor on all media releases and mentions, television commercials, and marketing materials
- 16 tickets to gala
- Additional social media highlights during the campaign
- 30 seconds total of commercial airtime during televised event
- Logo listed on sponsor scroll during event
- Name, logo, and link to your website on telethon landing page and donation page

Purple Sponsor - \$10,000 +

Receive all the benefits of your annual partnership level PLUS:

- Additional social media highlights during the campaign
- 15 seconds total of commercial airtime during televised event
- 8 tickets to gala
- Logo listed on sponsor scroll during event
- Company name on telethon landing page and donation page

Orange Sponsor - \$5,000 +

Receive all the benefits of your annual partnership level PLUS:

- Additional social media highlights during the campaign
- 15 seconds total of commercial airtime during televised event
- 8 tickets to gala
- Logo listed on sponsor scroll during event
- Company name on telethon landing page and donation page

Table Sponsor - \$2,000

- Listed as table sponsor on sponsor scroll and marketing materials
- Recognition as table sponsor in event program
- Recognition on sponsor board
- 8 tickets to gala

*Additional sponsorship opportunities available

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Women Against Violence (WAV) Luncheon



Samaritan House's Women Against Violence (WAV) group host an annual luncheon with proceeds benefitting Samaritan House.

Presenting Sponsor (1 Available) \$15,000 +

Receive all the benefits of your annual partnership level PLUS:

- Listed as presenting sponsor on all media releases and marketing materials
- Additional social media highlights during the campaign
- Recognition as presenting sponsor from the podium during the event
- Full page ad in event program
- Name, logo, and link to your website on WAV landing page and donation page
- Signage at event and on sponsor board
- Complimentary tickets to select WAV events throughout the year
- 16 complimentary tickets to the WAV Luncheon

Purple Sponsor \$10,000 +

Receive all the benefits of your annual partnership level PLUS:

- Listed as sponsor on all media releases and marketing materials
- Additional social media highlights during the campaign
- Recognition as sponsor from podium during the event
- Half page ad in event program
- Name, logo, and link to your website on WAV landing page and donation page
- Signage at event and on sponsor board
- 8 complimentary tickets to the WAV Luncheon

Table Sponsor \$1,000 +

- Listed as table sponsor on sponsor scroll and marketing materials
- Recognition as table sponsor in event program
- Recognition on sponsor board
- 8 Complimentary tickets

*Additional Sponsorship opportunities available

SAMARITAN HOUSE



Paint
757

Purple



Paint 757 Purple raises funds for programs that help victims of violence break free from their abusers and raises awareness in our community to ensure that people know where to turn if they or a loved one are ever in need of help.

Title Sponsor - \$20,000

Receive all the benefits of the Diamond Annual Sponsorship Level PLUS:

- Company name and logo listed prominently as the Paint 757 Purple Presenting Sponsor on the Samaritan House and Paint 757 Purple websites.
- Listed as presenting sponsor of Paint 757 Purple on all media releases and marketing materials.

Purple Sponsor - \$10,000

Receive all the benefits of the Platinum Annual Sponsorship Level PLUS:

- Company name and logo listed as a Paint 757 Purple Sponsor on the Samaritan House and Paint 757 Purple websites and all P757P marketing materials

Orange Sponsor - \$5,000

Receive all the benefits of the Gold Annual Sponsorship Level PLUS:

- Company name listed as a Paint 757 Purple Sponsor on the Samaritan House and Paint 757 Purple websites and all P757P marketing materials

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Home for the Holidays



Share in the joy of the season by supporting Home for the Holidays. We are looking for community partners to help us bring joy and safety to victims of violence. There are several ways you can help.

Adopt a Home - \$2,500 - \$10,000

- Provides furniture, household items, utility assistance, meals, holiday decorations, and gifts for each shelter

Adopt Families \$1,000 - \$2,500

- Provide holiday gifts, clothes, food, and household items using Samaritan House's shopping wish lists to make a family feel at home this year.

Holiday Feast \$250 - \$500

- Provide holiday meals and gifts to families in our program

We look forward to working with you! To become a partner please contact:

**Kate Celius
Development Manager
katec@samaritanhouseva.org
(757) 323-6164**

Annual Partnership Agreement

I wish to become an annual partner at the following level:

\$_____

I wish to become an event sponsor at the following level:

\$_____

I would like our partnership to include visibility at the following events:

Human Trafficking Awareness Month

Child Abuse Prevention Month

Televised Event

Step Into the Light Gala

Women Against Violence (WAV) Luncheon

Paint 757 Purple

Home for the Holidays

Other

Business name: _____

Owner or Rep: _____

Street Address: _____

City & Zip Code: _____

Phone: _____ Email: _____

Website: _____

Social media handles: _____

Invoice for full amount of: \$_____

Credit card: _____

Name on card: _____

Amount: \$_____

Card number: _____

Exp. date: _____ cvc #: _____

I have enclosed a check in the amount of \$_____