



Funding Levels and Benefits for Becoming a FriendshipWorks Corporate Partner

Note: annual funding commitments can be through an aggregate of sources, including: cash contribution, cause-marketing campaign over a specified period, employee giving or company fundraiser, foundation grants, or event sponsorship. A minimum investment of \$15,000 in support is required to qualify as a FriendshipWorks Corporate Partner and receive full Partner Benefits.

Partnership Level	Annual Commitment	Contractual Annual Benefits for Your Business
<i>Mission Partner</i>	\$50,000+	<ul style="list-style-type: none"> • Automatic Title Sponsor of our annual <i>Walk to End Elder Isolation</i> (see additional Walk Benefits below) • Website presence: cited as Corporate Partner on our website, with logo and link to business • Minimum of six social media mentions per year • Full page ad/article about your company’s support in FriendshipWorks’ print newsletter • Feature in <i>Meet Our Partners</i> segment on LinkedIn: invitation for your company’s CEO/leadership team to share a video on why they support FriendshipWorks (runs 3X a year) • Special visit from a PetPals team at your office! For companies located within 20-mile range of Boston, we’ll schedule a two-hour visit so your employees/customers can experience the same joy our elders do when visited by one of our tail-wagging pals! • Opportunity to repurpose the FriendshipWorks PSA to amplify your company’s partnership with our nonprofit (subject to final approval by FriendshipWorks) • Portable pop-up banner created for your business/showroom or store featuring your business cobranded with FriendshipWorks, letting your customers know of your support behind our cause
<i>Community Champion</i>	\$25,000	<ul style="list-style-type: none"> • Automatic Presenting Sponsor of our annual <i>Walk to End Elder Isolation</i> (see additional Walk benefits below) • Website presence: cited as Corporate Partner on our website, with logo and link to business • Minimum of four social media mentions per year • Half page ad/article about your company in FriendshipWorks’ print newsletter • Feature in <i>Meet Our Partners</i> segment on LinkedIn: invitation for your company’s CEO/leadership team to share a video on why they support FriendshipWorks (runs 2X a year)
<i>Good Neighbor</i>	\$15,000	<ul style="list-style-type: none"> • Automatic Premier Sponsor of our annual <i>Walk to End Elder Isolation</i> (see additional Walk benefits below) • Website presence: cited as Corporate Partner on our website, with logo and link to business • Minimum of two social media mentions per year.

		<ul style="list-style-type: none"> • Half-page article about your company in FriendshipWorks' print newsletter • Featured in <i>Meet Our Partners</i> segment on LinkedIn: invitation for your company's CEO/leadership team to share a video on why they support FriendshipWorks (runs 1X a year)
--	--	--

Aligning with our cause can strengthen your business image and brand in and around Greater Boston. Sponsoring our annual *Walk to End Elder Isolation* is another way to showcase your support of FriendshipWorks while exposing your business to hundreds of potential customers in person and online.



The following benefits for the *Walk to End Elder Isolation* would be extended to you as a FriendshipWorks Corporate Partner

Title Sponsor: (Exclusive—one offered)

Reserved for an annual partnership commitment of \$50,000 to FriendshipWorks. This opportunity includes:

- Company's name cobranded with FriendshipWorks on all event materials
- Company name cited as underwriter in all press releases and media advisories
- Social media posts featuring your company
- Name/logo on event registration website
- Company logo on t-shirts
- Logo on Walk banner at registration/tent set up location
- Invite to help kick off start of Walk—photo op with team and FriendshipWorks staff
- Opportunity to speak prior to start of Walk and participate in joint interviews with press
- Presentation table at site
- Thank you social media posts
- 40 specially designed corporate walk t-shirts for your employees/team members
- Special Walk VIP lanyards for 40 participants
- Article in print post-Walk Newsletter about why you support FriendshipWorks, featuring photos of your team

Presenting Sponsor: (Exclusive—one offered)

Reserved for company with an annual partnership commitment of \$25,000 to FriendshipWorks. This opportunity includes:

- Company Name & logo on registration website
- Company logo on t-shirts
- Opportunity to speak prior to start of Walk
- Presentation table at site
- Thank you social media posts
- 25 complimentary walker t-shirts for your employees/team members
- Special Walk VIP lanyards for all 25 participants
- Recognition in print post-Walk Newsletter

Premier Sponsor:

Reserved for companies with an annual partnership commitment of \$15,000 to FriendshipWorks. This opportunity includes:

- Company Name & logo on event registration website
- Company logo on t-shirts
- Thank you social media posts
- 15 complimentary walker t-shirts for your employees/team members
- Recognition in print post-Walk Newsletter

Don't see a sponsorship amount that fits your budget? We are happy to work with you to create a customized sponsorship package that serves your business needs. Just ask!

Contact: Patty Catalano
Director of Development & Communications
Email: pcatalano@fw4elders.org
Phone: (857) 465-3124