



#GIVINGTUESDAYCLE
PARTNERSHIP PACKET



ABOUT

Presented by **[Your Company]** and powered by WISH Cleveland #GivingTuesdayCLE is Cleveland's local response to the global Giving Tuesday movement. By taking the competition out of charitable giving, dozens of Cleveland nonprofits are able to benefit from this collaborative effort, with the support of local businesses, community organizations, and passionate individuals.

Cleveland's second-annual citywide celebration of giving kicks off on Tuesday, Nov. 19, 2019 with the sale of our limited-edition **GOOD** hats. All proceeds will be donated to the donor's choice of any registered non-profit organization, culminating in an epic fundraiser on December 3, 2019.

TOGETHER, WE CAN DO MORE THAN EACH OF US CAN DO ALONE.



Dear community partner,

We are reaching out because you are known for being a force for good in Northeast Ohio, and the 2019 #GivingTuesdayCLE planning committee is building a team of support for Cleveland's second annual citywide celebration of generosity and volunteerism.

In its inaugural year, #GivingTuesdayCLE elevated the missions of 36 small to mid-sized nonprofits, all working toward social justice. This year, our volunteer planning committee has set an ambitious goal of registering 100 nonprofit organizations for #GivingTuesdayCLE, but we need your help creating a giving movement that extends to every corner of our community.

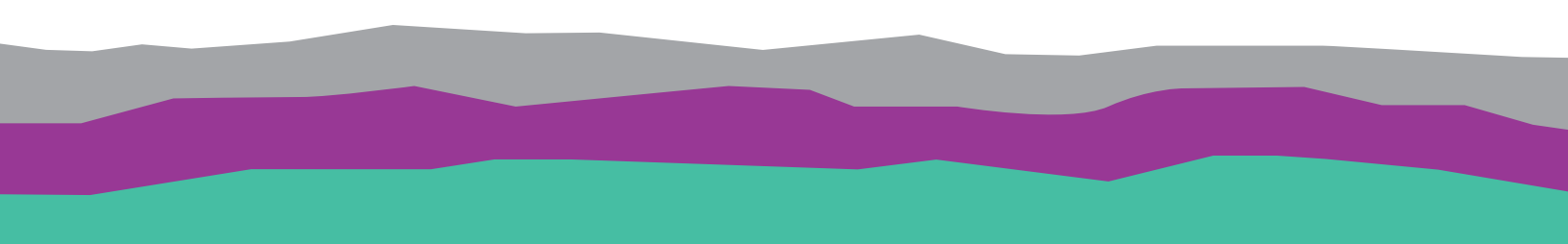
You can help us reach this goal by proudly wearing your **GOOD** hat this Giving Tuesday and telling all of your co-workers, friends and neighbors why you believe it's good to give back! In the sponsorship materials attached, find out how you can get the limited-edition hat before it's available to the public and details about being featured in our #GivingTuesdayCLE video and/or print media.

If you or your company would like to make a difference in the city you love this holiday season, please contact hello@wishcleveland.com or call 440-668-4104. Thank you for your consideration.

Sincerely,

Pam Turos, Community Campaign Leader
#GivingTuesdayCLE Co-Chair

Nic Abraham
#GivingTuesdayCLE Co-Chair



OUR IMPACT

In 2018, the #GivingTuesdaysCLE fundraiser supported the work of 36 local nonprofit organizations, raising over \$13,000 and receiving \$20,000+ in donations/in-kind/sponsorships.

The #GivingTuesdayCLE event at REDspace was attended by over 225 guests. By collaborating, our participating nonprofits had a combined social media following of just under 150,000 on Facebook, Instagram and Twitter.

MEDIA + HIGHLIGHTS

#GivingTuesdayCLE was featured by:

News Channel 5
Cleveland.com
Freshwater Cleveland
SCENE Magazine
WhyCLE? Influencer Blog
WISH Cleveland

Nikki Delamotte was posthumously awarded WISH Cleveland's inaugural Storyteller Award, custom designed by Upcycle Parts Shop and community volunteers for her dedication to good causes and good people in Cleveland.

Cleveland's citywide giving campaign was recognized by the national #GivingTuesday organization, and our leadership team was invited to present at the Giving Tuesday Community Summit in Charlotte, NC.




Get ready to wear your GOOD hat for #GivingTuesdayCLE

Exclusive Presenting Sponsor – \$10,000 (1 available)

- Sponsor named as presenting sponsor in #GivingTuesdayCLE GOOD hat video
- Sponsorship leader/team appearance in the GOOD hat campaign video
- Sponsorship leader headshot featured in two-page GOOD hat print spread
- Sponsor's name/logo is on website, promotional material and signage
- VIP table at #GivingTuesdayCLE fundraiser on Dec. 3
- 10 tickets + 10 GOOD hats + 10 drink tickets
- Sponsorship recognition during opening and closing remarks
- Mention in #GivingTuesdayCLE press release
- Logo on #GivingTuesdayCLE social media banners
- Feature story highlighting sponsor commitment to volunteerism and community
- 6-month banner ad on wishcleveland.com (Oct 2019 - March 2020)
- All of the above, plus (below)

Media Partner – To be determined (1 available)

- Covers cost (or media owner donates) ad space to include a two-page print spread in the Cleveland Plain Dealer or SCENE magazine. All presenting or official sponsors, community partners, and community leaders (36) will be featured in the "Wear your GOOD hat for #GivingTuesdayCLE" two-page spread
 - Coordinates in partnership with #GivingTuesdayCLE board and planning committee to highlight 36 community leaders who will be featured in the ad
 - Sponsorship leader headshot featured in two-page GOOD hat print spread
 - VIP table at #GivingTuesdayCLE fundraiser on Dec. 3
 - 10 tickets + 10 GOOD hats + 10 drink tickets
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Official Partner – \$2,500

- Sponsor appearance in the GOOD hat campaign video
- Sponsor name/logo is on website and promotional materials
- Recognition at event
- Sponsorship leader headshot featured in two-page GOOD hat print spread
- VIP table at #GivingTuesdayCLE fundraiser on Dec. 3
- 10 tickets + 10 GOOD hats + 10 drink tickets
- Mention in #GivingTuesdayCLE press release
- 6-month sidebar ad on wishcleveland.com (Oct 2019 - March 2020)

Community Partners – \$800 (10 available)

- Sponsor appearance in the GOOD hat campaign video
- Sponsorship leader headshot featured in two-page GOOD hat print spread
- #GivingTuesdayCLE GOOD hats (10)
- Logo on slide at event
- Social media post (Our Community Partner of the Day is...)

Cause Partner – \$500 (unlimited)

- Choose a local non-profit whose work is important to you and help them kick off their 2019 Giving Tuesday campaign with a donation of \$500 or more directly to that organization's #GivingTuesdayCLE page
- #GivingTuesdayCLE GOOD hats (10)

Neighborhood Leaders – \$250 – *could also be equivalent volunteer hours at \$20/hour or in-kind donation of services, food, raffle items, etc.*

- Logo/link on website and printed program at #GivingTuesdayCLE fundraiser
- #GivingTuesdayCLE GOOD hats, in a number comparable to donation value

