

# Be the change!



# 2020 SPONSORSHIP OPPORTUNITIES 2020



Seven Counties Services



Bellewood & Brooklawn

# Who We Are

In 2017, Bellewood & Brooklawn and Seven Counties Services formed a strategic partnership to better serve our community's most vulnerable individuals, especially children and families. By working under one management structure, the two independent agencies created an innovative "continuum of care" that is recognized as a model program for other agencies to follow.



## Seven Counties Services

Seven Counties Services helps individuals, families, and children in Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer, and Trimble counties affected by mental illness, developmental disabilities, addiction, and abuse, realize their potential. With approximately 20 sites and 90 schools throughout the region, Seven Counties Services builds healthy communities by helping children, individuals and families realize their potential and become productive members of the community.



## Bellewood & Brooklawn

The result of the successful merger of Bellewood Home for Children and Brooklawn Child and Family Services, Bellewood & Brooklawn has more than 160 years of compassion to provide care and treatment to children and youth who suffer from the effects of abuse, neglect, homelessness, or other crises. As one of the largest agencies for at-risk and foster children and their families in Kentucky, hope is at the heart of our mission.



Seven Counties Services Bellewood & Brooklawn

# DONOR IMPACT

### Family Preservation Program

**247** families stayed together

**670,021** individual services provided throughout the community

**673** children received Back to School supplies

**21,958** individuals received services through our expanded TELEHEALTH program.

Our Brooklawn & Bellewood campuses cared for children from **340** counties

**81** in Kentucky

**73,061** calls for Help to our Crisis Line



*“Event sponsorships are among the top marketing program investments that companies make each year.”*

~ Forbes Magazine, 2019

# How Sponsorships Help Your Business

## **“Engagement Marketing”**

Event sponsorship is not philanthropy, and it's not advertising, it's “engagement” marketing. By aligning your company with a cause people are passionate about, you connect with current and future customers on an emotional and “values-based” level.

## **Targeted Product Placement**

With event sponsorship, not only do you get name and logo recognition, some events allow you to put *company information, or product samples directly in the hands of potential customers and clients.*

## **Increase Social Media Presence**

Not only will we post across multiple platforms about your company during our pre-event marketing campaign, but *we will provide YOU with ready-made digital content you can post on your social platforms.* We want to help you tell your customers and clients that you are working to make their community a better place, so we'll supply you with text and artwork/memes to share. Just drag and drop and cut and paste.

## **Lead Generation**

Most sponsorship levels include tickets to the event and you will find this is an *invaluable opportunity to meet potential customers and clients and introduce them to you and your company face to face.*



# Minority Mental Health Summit

A free, community event focused on mental health awareness, needs, and resources for Louisville and surrounding communities.

## SPONSORSHIP LEVELS

### PRESENTING SPONSOR - \$10,000

- Eight guests at pre-event "Meet and Greet" with Tee Higgins.
- Logo Placement on all pre-event print and online promotional materials by level (invitations, promotional posts on social media, paid advertising)
- Company partnership highlighted in social media, website, news releases, newsletters
- Ready-made social media posts and graphics provided to you, highlighting your company's partnership to boost your social media presence.
- Special mention in remarks by CEO
- Opportunity to speak to participants during the program
- Logo on day-of-event items such as promotional materials
- Opportunity to host a vendor table at the wellness fair portion of this event
- Mention in thank-you email blast after event
- Logo to remain on the event website page for one year

### SILVER SPONSOR - \$2,500

- Two guests at pre-event "Meet and Greet" with Tee Higgins.
- Logo Placement on all pre-event print and online promotional materials by level (invitations, promotional posts on social media, paid advertising)
- Special mention in remarks by CEO
- Ready-made social media posts and graphics provided to you, highlighting your company's partnership to boost your social media presence.
- Logo on day-of-event items such as promotional materials
- Opportunity to host a vendor table at the wellness fair portion of this event
- Mention in thank-you email blast after event
- Logo to remain on event website page for one year

### GOLD SPONSOR - \$5,000

- Four guests at pre-event "Meet and Greet" with Tee Higgins.
- Logo Placement on all pre-event print and online promotional materials by level (invitations, promotional posts on social media, paid advertising)
- Company partnership highlighted in social media, website, news releases, newsletters
- Ready-made social media posts and graphics provided to you, highlighting your company's partnership to boost your social media presence.
- Special mention in remarks by CEO
- Logo on day-of-event items such as promotional materials
- Opportunity to host a vendor table at the wellness fair portion of this event
- Mention in thank-you email blast after event
- Logo to remain on event website page for one year

### BRONZE SPONSOR - \$1,000

- Logo Placement on all pre-event print and online promotional materials by level (invitations, promotional posts on social media, paid advertising)
- Ready-made social media posts and graphics provided to you, highlighting your company's partnership to boost your social media presence.
- Logo on day-of-event items such as promotional materials
- Opportunity to host a vendor table at the wellness fair portion of this event
- Mention in thank-you email blast after event
- Logo to remain on event website page for one year



Seven Counties Services



Bellewood & Brooklawn



### 2022 PARTNERSHIP COMMITMENT FORM

On the line below, please write the name of the sponsorship level and the event you are securing:

\_\_\_\_\_

Please fully complete all of the following information and submit this form to the contact below:

Company Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Facebook: @ \_\_\_\_\_

Twitter: @ \_\_\_\_\_

Instagram: @ \_\_\_\_\_

Payment Method:  Check will be sent  Amex  Visa  Mastercard  Discover

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_ CVV Code: \_\_\_\_\_

**Please email your hi-res company logo in either a jpg or png format to the contact below.**

**3121 Brooklawn Campus Dr., Louisville, KY 40218**

**Questions? Missy Fountain at [mfountain@sevencounties.org](mailto:mfountain@sevencounties.org) or (502) 753-5508.**

**[bellewoodandbrooklawn.org](http://bellewoodandbrooklawn.org) / [sevencounties.org](http://sevencounties.org)**



# 2022 Event Listing



## Annual Bellewood & Brooklawn Breakfast (April)

Local and regional leaders in business and government gather for a morning breakfast at our Brooklawn campus to hear an inspirational message about the life-changing work that goes on at Bellewood & Brooklawn each day. This event directly supports the hundreds of children we care for on our residential campuses each year.



## Stand Up For Recovery (May)

Stand Up For Recovery! is a celebration of those who have overcome their struggles with addiction with help from Seven Counties Services. Join us for a wonderful lunch and hear guest speakers share uplifting and inspirational testimonials of addiction recovery and how our community can join together and Stand Up for Recovery!



## Winners for Wellness (July)

To coincide with Minority Mental Health Awareness Month, Winners for Wellness is a mental health and wellness fair for Louisville's underserved minority community. Community partners host information tables to raise awareness of mental health care, and showcase the variety of services they offer. In 2021, former NFL All-Pro running back and Heisman Trophy winner Eddie George served as our keynote speaker. This event is free and open to the public.



## Family Movie Nights (June, July)

A series of family-friendly outdoor movies at various locations served by Seven Counties Services / Bellewood & Brooklawn. The public is encouraged to gather the family around on a blanket and enjoy an evening under the stars.



## Hope Classic Golf Scramble (June)

Now in our 12th year, the Hope Classic is our signature charity golf scramble that takes place at a local country club each year at the beginning of summer.



## Harvest for Hope Farm-to-Table Dinner & Fall Festival (Oct)

### *Two events in one!*

**Farm-to-Table Dinner:** Some of our area's most well-known chefs join forces to create one multi-course meal extravaganza, using locally-grown produce and ingredients. Guests dine under the stars at our beautiful Bellewood Campus in Anchorage for an evening of fun, food, spirits and entertainment. A silent auction of unique gift baskets and other items is also featured.

**Fall Festival:** Our beautiful Bellewood Campus in Anchorage serves as the backdrop for a community-wide festival featuring live entertainment, food trucks, carnival games and attractions for the entire family.