

LEAP YEAR EVENT 2022

SPONSOR LEVELS



For 27 years, LEAP Year Event has been an evening of stimulating conversations, community connections, and rich culture. LEAP Year Event 2022 will have both in-person and virtual options for everyone's comfort and accessibility. Regardless of which option you choose, it will still have all those important ingredients. We have come up with creative new ways to advertise your sponsorship once you commit!

LEAP Year Event will be on **Thursday, February 24, 2022** and is expected to attract over **500** philanthropic donors, business professionals, and community leaders from the Greater New Haven area and beyond. We will advertise sponsorships to our **3,500** donors through our newsletter, direct mailings, website, social media, save the date, and invitation. A unique benefit to the event's virtual elements is the additional virtual advertisements during the event. **With your help, we can Create a New Haven for Our Children!**

HERO
\$25,000

*An exclusive sponsorship level available to only one organization or individual.

- Ad space at an unmatched size in all of our media and mailings leading up to the event.
- Recognition throughout the virtual program.
- Premier acknowledgment of sponsorship in the LEAP newsletter with large business logo, in the save the date, and in the invitation, which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with a large logo at the virtual event (over 500 attendees).
- Sponsorship is announced during program remarks and at each breakout room. The opportunity to distribute your business/organization's promotional materials. The option to have a sponsor representative speak at the reception.
- Longest feature (40 seconds) in our new "Why I Support LEAP" Sponsor video!
- Premier Sponsorship is listed with a large logo and a direct link to your business on the LEAP website and in emails sent to 4000+ name digital mailing list.
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- Sponsorship is advertised in a special press release with extensive media outreach.
- 12 tickets to LEAP Year Event 2022

LEADER
\$15,000

- Acknowledgment of sponsorship in the LEAP newsletter with large business logo, in the save the date, and in the invitation which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with a large logo at the virtual event (over 500 attendees).
- Sponsorship announced during program remarks. The opportunity to distribute your business/organization's promotional materials.
- Sponsorship is listed with a large logo and a direct link to your business on the LEAP website and in emails sent to 4000+ name digital mailing list.
- 30-second feature in our new "Why I Support LEAP" Sponsor video!
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- Sponsorship advertised in a special press release with extensive media outreach.
- 10 tickets to LEAP Year Event 2022.

MENTOR
\$10,000

- Acknowledgement of sponsorship in the LEAP newsletter with large business logo, in the save the date, and in the invitation, which will be mailed to 3,000 individuals, businesses, corporations and foundations in the Greater New Haven area.
- Sponsorship listed with large logo at the virtual event (over 500 attendees). Sponsorship announced during program remarks.
- Sponsorship listed with large logo and a direct link to your business on the LEAP website and in emails sent to 4000+ name digital mailing list.
- 20-second feature in our new "Why I Support LEAP" Sponsor video!
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- 8 tickets to LEAP Year Event 2022.

EDUCATOR \$7,500

- Acknowledgment of sponsorship in the LEAP newsletter with business logo, in the save the date, and in the invitation, which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with a large logo on a group display at the virtual event with an expected 500 attendees.
- Sponsorship listed with logo and a direct link to your business on the LEAP website and in emails sent to 4000+ name digital mailing list.
- 10-second feature in our new "Why I Support LEAP" Sponsor video!
- Sponsorship is listed in an exclusive social media post with a direct link/tag to your business.
- 8 tickets to LEAP Year Event 2022.

ATHLETE \$5,000

- Acknowledgment of sponsorship in the LEAP newsletter with business logo, in the save the date, and in the invitation, which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship listed with medium-sized logo on a group display at the virtual event with an expected 500 attendees.
- Sponsorship listed with logo and a direct link to your business on the LEAP website and in emails sent to 4000+ name digital mailing list.
- Sponsorship is listed on social media posts with a direct link/tag to your business.
- 6 tickets to LEAP Year Event 2022.

PARTNER \$2,500

- Acknowledgment of sponsorship in the LEAP newsletter, save the date, and invitation, which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship is listed with a small logo on a group display at the virtual event with an expected 500 attendees.
- Sponsorship listed with logo on the LEAP website, social media posts, and in emails sent to 4000+ name digital mailing list.
- 4 tickets to LEAP Year Event 2022.

FRIEND \$1,000

- Acknowledgment of sponsorship in the LEAP newsletter and the invitation, which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship is listed on a group display at the virtual event with an expected 500 attendees.
- Sponsorship is listed on the LEAP website and in emails sent to 4000+ name digital mailing list.
- 2 tickets to LEAP Year Event 2022.

NEIGHBOR \$500

- Acknowledgment of sponsorship in the LEAP newsletter and the invitation, which will be mailed to 3,000 individuals, businesses, corporations, and foundations in the Greater New Haven area.
- Sponsorship is listed on a group display at the virtual event with an expected 500 attendees.
- Sponsorship is listed on the LEAP website and in emails sent to 4000+ name digital mailing list.
- 2 tickets to LEAP Year Event 2022 Reception.

LEAP YEAR EVENT MARKETING REACH

LYE Save the Date and Invitation	Circulation: >3,500	Direct Mailings	Circulation: >3,500
LYE Event	Participants: 500	Facebook	Followers: 1,519
Local Media	Viewers: >170,000	Instagram	Followers: 1,100
Newsletter	Circulation: >3,500	Twitter	Followers: 2,123
eNewsletter	Circulation: >4,000	Website	Unique visits per month: >1,600