



Esperanza Community Services
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Connect to Caring: Corporate Partnership and Sponsorship Opportunities at Esperanza Community Services

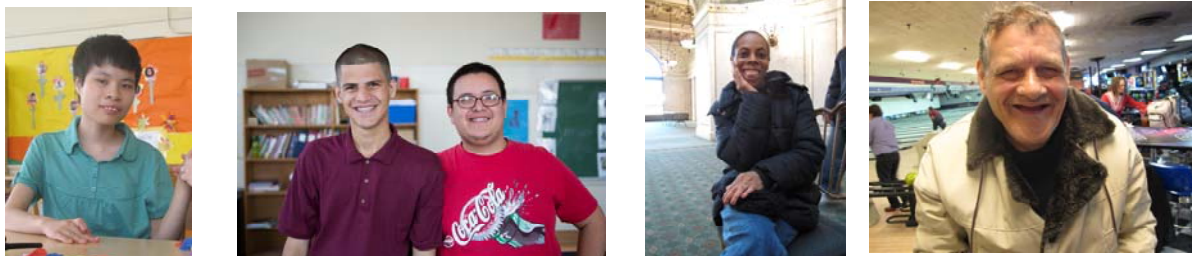
More people than ever are reporting that it is important that the businesses they support give back to the community. The number one deciding factor when deciding between brands of equal quality and price is whether or not the company supports a cause. And the majority (80%) of consumers report that they are likely to switch from a customary brand to a brand that supports a cause¹.

Located in the West Town community of Chicago, **Esperanza Community Services** is a 501(c)(3) nonprofit organization that provides instruction and services to children and adults with developmental disabilities to help them become as independent as possible. Esperanza is a valued and trusted organization, and we support more than 250 individuals and their families every year. We provide a full array of services, including a school for students age 5-21, an adult day program and vocational skill-building program, a 24-hour residential program that supports independent living, an in-home case management program, and more. In each of Esperanza's programs, we are seeing achievements every day.

Esperanza's events reach a broad array of people from a wide variety of backgrounds, including young professionals, business leaders, and engaged community members. By becoming a sponsor of Esperanza Community Services, you/ your company will have access to unique benefits and opportunities that advertising alone can't purchase, including:

- Increased brand recognition and goodwill among our community of supporters
- Make progress toward your marketing and community involvement goals by supporting an community-based agency that is meeting the needs of families and employees across the region
- Increased workplace morale as employees know they are part of a company that cares

Plus, Esperanza can provide a variety of meaningful and fun volunteer opportunities perfect for groups of any size. We invite you to explore the sponsorship opportunities below (including events and one time donation opportunities) to find one that's right for your company. For additional info please contact Elizabeth Mack, Donor Communications and Corporate Partnership Assistant at, (312) 243-6097 x 145 or sponsorship@esperanzacommunity.org.



**These are the faces of
Esperanza that your
sponsorship will support.**

¹2010 PR WEEK/Barkley PR Cause Survey, 2010 Cone Cause Evolution Study, Edelman goodpurpose™ survey.

**Masquerade Madness,
Saturday, October 19, 2013**



Overview: Masquerade Madness is an annual costume and cocktails party hosted by Esperanza's Associate Board, a group of young professionals that work closely with the board of directors and staff to engage a new generation of supporters with Esperanza's mission. Studies have shown that young professionals support companies that are involved with the community, and they share their positive experiences among colleagues and friends. This is a great opportunity for your business to increase its visibility with Esperanza's new generation of supporters!

Demographics: Young professionals and future business leaders. Approximately 60% women, 40% men. 300+ guests are expected to be in attendance.

\$50 Ticket includes: Drinks, hors d'oeuvres, music, dancing, and costume and mask contests.

Location: Grossinger City Autoplex in Lincoln Park
Time: 8:00-11:00pm

Magnifico Sponsor, \$1,000

- 16 tickets to Masquerade Madness
- Admission to the pre-party [photo shoot](#) at 7:30 for you and your guests. Includes 5 souvenir 8x10s
- Magnifico logo placement on event materials and signage, inclusion in press materials, and [recognition during](#) the event and on EsperanzaCommunity.org
- Magnifico communications recognition highlighting

**Fall Arts Fest,
Friday, November 15, 2013**



Overview: The Fall Arts Fest is an annual event that transforms Esperanza's West Town campus into an art gallery featuring paintings, drawings, crafts and more that highlight participants' tremendous talent and ability. And just like in a gallery, all of the pieces are for sale! The event is hosted by the participants of WorkReady, Esperanza's vocational program, which helps build self-confidence and a foundation of job-readiness skills. This event, which is a great way to kick off the holiday shopping season, is attended by long-term Esperanza supporters and new friends alike. It's a great opportunity to provide your business with exposure to a diverse audience!

Demographics: A range of individual donors, community partners, and neighbors of Esperanza. 150+ guests are expected to be in attendance.

\$20 Ticket includes: Drinks and hors d'oeuvres, opportunities to purchase art by Esperanza artists, and interact with Esperanza participants.

Location: Esperanza Community Services in West Town
Time: 6:00-8:00pm

Presenting Sponsor, \$2,000

- Includes name in the title of the event as follows: Esperanza Community Services *Fall Arts Fest*, presented by YOU/YOUR COMPANY NAME.
- Presenting Sponsor logo placement on event materials and signage, inclusion in press materials, and [recognition during the event](#) and on EsperanzaCommunity.org

**Celebrating Victories Gala,
Thursday, April 24, 2014**



Overview: Celebrating Victories is Esperanza Community Services' flagship event and biggest fundraiser of the year! The gala, held at the Union League Club of Chicago, includes a seated dinner, auction and much more. Celebrating Victories highlights the achievements of Esperanza students and participants throughout the year as well as the sponsors and supporters who help make it possible. Attendees leave feeling inspired, uplifted, and proud to be part of the Esperanza community!

Demographics: Business leaders, decision makers, community leaders, young professionals, and volunteers. 350+ guests are expected to attend.

\$1200 for a table of 8 (\$150 per Ticket) includes: Cocktail hour and dinner, silent auction and live auction, art gallery, and presentations which include sponsorship recognition.

Location: Union League Club of Chicago in the Loop
Time: 5:30-9:00pm

Presenting Sponsor, \$10,000.

- Includes name in the title of the event as follows: Esperanza Community Services *Celebrating Victories*, presented by YOU/YOUR COMPANY NAME.
- Presenting sponsor receives four tables of 8 (32 tickets),
- A private dinner party for 10 created by chef

<p>your support to our engaged supporters and social media network of 2,400 people. Includes dedicated sponsor recognition on Twitter, Facebook, and e-blasts</p> <ul style="list-style-type: none"> ○ Designated area for you on the Magnifico Sponsor table to place your signage, business cards, and any other materials ○ Custom souvenir Mask to have alongside your logo and materials on the Magnifico Sponsor table ○ Commissioned piece of artwork by one of Esperanza's artists for your home or office ○ Esperanza WorkReady participants will provide coffee for your office in the Chicago metropolitan area on a future date. WorkReady is a program that supports adult participants to build a solid foundation of valuable vocational skills and self confidence. ○ 6 boxes of Esperanza's Gourmet Fudge* ○ Bonus- Magnifico Sponsors will receive 16 tickets and logo placement at Esperanza's Fall Arts Fest on Friday, November 15th and 2 tickets to Esperanza's Celebrating Victories Gala on Thursday, April 24, 2014. 	<ul style="list-style-type: none"> ○ 24 tickets to Fall Arts Fest ○ Presenting Sponsor communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people. Includes dedicated sponsor recognition on Twitter, Facebook, and e-blasts ○ Designated area for you on the sponsorship table to place your signage or other collateral ○ Esperanza WorkReady participants will provide coffee for your office in the Chicago metropolitan area on a date to be determined in the future. WorkReady is a program that supports adult participants to build a solid foundation of valuable vocational skills and self confidence. ○ 6 boxes of Esperanza's Gourmet Fudge* ○ Bonus- Presenting sponsors will receive 4 tickets to Esperanza's Celebrating Victories Gala on April 24, 2014. 	<p>Jackie Shen (future date to be agreed upon between sponsor and chef Shen),</p> <ul style="list-style-type: none"> ○ Two full-page color ads in program, premier logo placement on event materials and signage, premier recognition during the event and on EsperanzaCommunity.org, inclusion in press materials, and premier communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people, ○ Framed 8x10 photographs of your tables commemorating your support. ○ You will also receive a one-year membership in the Esperanza Coffee Club* as well as a framed piece of Esperanza art.
Bravissimo Sponsor, \$500	Hope Sponsor, \$750	Lead Sponsor, \$7,500
<ul style="list-style-type: none"> ○ 8 tickets to Masquerade Madness ○ Admission to the pre-party photo shoot at 7:30 for you and your guests. Includes 3 souvenir 8x10s ○ Bravissimo logo placement on event materials and signage, inclusion in press materials, and recognition during the event and on EsperanzaCommunity.org ○ Bravissimo communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people. Includes dedicated sponsor recognition on Twitter and Facebook. ○ Designated area for you on the Bravissimo Sponsor table to place your signage, business cards, and any other materials ○ Custom souvenir Mask to have alongside your logo and materials on the Bravissimo Sponsor table ○ 4 boxes of Esperanza's Gourmet Fudge* ○ Bonus- Bravissimo Sponsors will receive 8 tickets to Esperanza's Fall Arts Fest on Friday November 15th and the opportunity to select any piece of art work valued up to \$200. Get there early for the best selection! 	<ul style="list-style-type: none"> ○ 20 tickets to Fall Arts Fest ○ Includes name in the title of the main gallery as follows : "YOU/YOUR COMPANY'S NAME Gallery" ○ Hope Sponsor logo placement on event materials and signage, as well as recognition during the event ○ Hope Sponsor communications recognition on event press materials along with logo placement on EsperanzaCommunity.org, Twitter, Facebook and other media to our engaged supporter network of 2,400 people ○ Designated area for you on the sponsorship table to place your signage or other collateral ○ The opportunity to select any piece of art work valued up to \$300. Get there early for the best selection! ○ 4 boxes of Esperanza's Gourmet Fudge* ○ Bonus- Hope Sponsors receive 2 tickets to Esperanza's Celebrating Victories Gala on Thursday, April 24, 2014. 	<ul style="list-style-type: none"> ○ Includes three tables of 8 (24 tickets), ○ A full-color ad in program, ○ logo inclusion on event materials and signage, recognition during the event and on EsperanzaCommunity.org, inclusion in press materials, communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people, and ○ Framed 8x10 photographs of your tables commemorating your support. ○ You will also receive a one-year membership in the Esperanza Coffee Club as well as a framed piece of Esperanza art.
Fantastico Sponsor, \$250	Sun Sponsor, \$500	Hero Sponsor, \$5,000
<ul style="list-style-type: none"> ○ 4 tickets to Masquerade Madness ○ Admission to the pre-party photo shoot at 7:30 for you and your guests. Includes souvenir 8x10 ○ Logo inclusion on event materials and signage, inclusion in press materials, and recognition during the event and on EsperanzaCommunity.org 	<ul style="list-style-type: none"> ○ 15 tickets to Fall Arts Fest ○ Sun Sponsor logo placement on event materials and signage, as well as recognition during the event ○ Sun Sponsor communications recognition on event press materials along with logo placement on EsperanzaCommunity.org, Twitter, Facebook and other 	<ul style="list-style-type: none"> ○ Includes two tables (16 tickets), ○ A full-page black and white ad in program, logo inclusion on event materials and signage, recognition during the event and on EsperanzaCommunity.org, inclusion in press materials, communications recognition highlighting

<ul style="list-style-type: none"> ○ Communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people. ○ Designated area for you on the Fantastico Sponsor table to place your signage, business cards, and any other materials ○ Custom souvenir Mask to have alongside your logo and materials on the Fantastico Sponsor table ○ 2 boxes of Esperanza's Gourmet Fudge* ○ Bonus- Fantastico Sponsors will receive 4 tickets to Esperanza's Fall Arts Fest on Friday November 15th. 	<p>media to our engaged supporter network of 2,400 people</p> <ul style="list-style-type: none"> ○ Designated area for you on the sponsorship table to place your signage or other collateral ○ The opportunity to select any piece of art work valued up to \$200. Get there early for the best selection! ○ 3 boxes of Esperanza's Gourmet Fudge 	<p>your support to our engaged supporters and social media network of 2,400 people,</p> <ul style="list-style-type: none"> ○ Framed 8x10 photographs of your tables commemorating your support. ○ You will also receive a one-year membership in the Esperanza Coffee Club as well as a framed piece of Esperanza art.
	Friend of Esperanza Sponsor, \$250	Victories Sponsor, \$3,000
	<ul style="list-style-type: none"> ○ 12 Tickets to Fall Arts Fest ○ Friend of Esperanza Sponsor logo placement on event materials and signage as well as recognition during the event ○ Friend of Esperanza Sponsor communications recognition on event press materials along with logo placement on EsperanzaCommunity.org, Twitter, Facebook and other media to our engaged supporters and social media network of 2,400 people ○ Designated area for you on the sponsorship table to place your signage or other collateral ○ Opportunity to select any piece of artwork valued up to \$100. Get there early for the best selection! ○ 2 boxes of Esperanza's Gourmet Fudge* 	<ul style="list-style-type: none"> ○ Includes 8 tickets (one table), ○ a full-page black and white ad in program, your logo on signage, inclusion in press materials, recognition during event and on EsperanzaCommunity.org, inclusion in press materials, communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people, ○ Framed 8x10 photographs of your table commemorating your support. ○ You will also receive a one-year membership in the Esperanza Coffee Club as well as a framed piece of Esperanza art.
		Milestone Sponsor, \$1,500
		<ul style="list-style-type: none"> ○ Includes 4 tickets (half table), ○ A half-page black and white ad in program, verbal recognition during event and on EsperanzaCommunity.org, inclusion in press materials, communications recognition highlighting your support to our engaged supporters and social media network of 2,400 people.
		Achievements Every Day Sponsor, \$500
		<ul style="list-style-type: none"> ○ Includes 2 tickets and your logo in program.

*Esperanza Gourmet Fudge will be available starting the third week of November; we will have samples at Fall Arts Fest for you to try!

Here are a few examples of how your sponsorship or donation of any amount can/will make a real difference for the students and adult participants Esperanza serves.

- \$350 can help nonverbal/nonvocal students and adult participants communicate with friends and family by providing communication devices and the support to use them, reducing frustration and behavior issues.
- \$300 can help adults in Esperanza's WorkReady program increase their self-confidence by going on vocational skill-building outings to businesses in the community.

- \$250 will help students and adult participants practice getting around the community using public transportation, a significant step towards increased community integration and independence.
- \$200 can help provide art supplies like paints, brushes, canvasses and safe cleaning supplies so that participants can express themselves creatively.
- \$150 will help students and adults learn the daily living skills by paying for laundry detergent, cooking and baking supplies, and other materials that will help participants move towards independence.
- \$100 can help students with behavior needs stay focused in class and reduce negative behaviors by providing materials that behavior therapists can use to provide positive reinforcements.



Thank you!