



May 6, 2014
SVGives.org



THE EVENT

When is a dollar worth more than a dollar? It is when it leverages the dollars of a multitude of donors to create even greater community impact. On May 6, 2014, Silicon Valley Community Foundation will introduce Silicon Valley Gives, a giving day dedicated to this very goal.

Silicon Valley Gives will be the first-ever day of giving to benefit every participating nonprofit organization in our region and aims to inspire and unite our local community to support philanthropic causes. During this 24-hour event, SVCF will raise money for local nonprofits through a single online donation platform, providing a great way to connect donors to the charitable causes they care about most and encourage them to take action. Prior to the event, we will provide invaluable trainings to a broad range of nonprofit organizations to improve their online fundraising and during the event donors of all different capacities have an opportunity to be involved.

We have already engaged nearly 600 nonprofits to participate, representing a diversity of missions, locations, budgets and fundraising capacities. They will be incentivized to participate with a series of matches and prizes provided by our sponsors, all of which benefit the nonprofits. Extensive public outreach will be performed by SVCF and our media partners, NBC Bay Area and Telemundo, to ensure as many members of the community as possible know about the day and are encouraged to give. We anticipate gifts from not only throughout the region, but also from across the nation and around the world.

Community foundations have held successful giving days for many years. However, this will be the first such giving day in Silicon Valley and we believe, as the center of technology, and with your support, we can create the most powerful program yet to strengthen our community.

Thank you to our sponsors





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SPONSORSHIP LEVELS

Lead Sponsor



Early Sponsors



Gordon Russell &
Bettina McAdoo



Sponsors \$1,000- \$50,000

As a sponsor your gift is an incentive to the rest of the community to join you in giving back



Bernard A. Newcomb Foundation



Shackleton Family Fund

Community Outreach Partners \$25,000

As a Community Outreach Partner your contribution will be dedicated to raising awareness of Silicon Valley Gives and recognizing your community involvement

Media Partners



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Gordon Russell &
Bettina McAdoo





SPONSORSHIP OPPORTUNITIES

Community Outreach Partner \$25,000

As a Community Outreach Partner your contribution will be dedicated to raising awareness of Silicon Valley Gives and recognizing your community involvement

- A customized on-air and online media package featured on NBC Bay Area articulating your company or foundation's commitment to philanthropy and community engagement
 - Packages can include but are not limited to:*
 - 10-60 second vignettes aired on a strategic schedule, targeted to reach your desired audience
 - 10 second countdown spots two weeks from event featured on-air and online
 - Comprehensive online campaign on NBCBayArea.com with email blasts, homepage takeovers and rotating banner ads across key sections of the site

Sponsor \$1,000- \$50,000 +

As a sponsor your gift is an incentive to the rest of the community to join you in giving back

\$1,000- \$9,999

- Opportunity to host a customized prize or match to create incentives for donors and connect to your organization's philanthropic strategies
- Logo on sponsor page of dedicated SV Gives website
- Logo on SV Gives e-mail blast (San Mateo, Santa Clara and San Benito county NGO's, donors and corporations)
- Logo in Silicon Valley Gives ad in the Spring edition of *one: innovation through philanthropy* magazine (approx. distribution 10,000 donors, businesses and nonprofits)
- Logo recognition in Silicon Valley Community Foundation e-newsletter (approx.. circulation of 5,000 donors, businesses, and nonprofits)
- Sponsor recognition in social media posts by SVCF possibly including Facebook posts, Twitter feed and YouTube channel
- Logo on electronic post event report outs

\$10,000- \$24,999

- Benefits of sponsors \$1,000- \$9,999 plus:
- Logo on SV Gives t-shirt worn by all volunteers on day-of events
- Logo on Silicon Valley Gives brochures, flyers and postcards used for marketing purposes

\$25,000- \$49,999

- Benefits of sponsors \$1,000- \$24,999 plus:
- Logo and positioning on SV Gives ad campaign featured on-air NBC Bay Area and on NBCBayArea.com
- Volunteer opportunities for company employees



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\$50,000+

- Benefits of sponsors \$25,000- \$49,999 plus:
- Acknowledgment in in press releases
- Opportunity to host onsite employee giving drive

SPONSORSHIP SUMMARY

Benefit	Lead Sponsor	Early Sponsor	Community Outreach Partner	Sponsor			
				\$1,000-9,999	\$10,000-\$25,999	\$25,000-\$49,999	\$50,000+
Exclusive recognition as Lead Sponsor	✓						
Recognition as early event supporter		✓					
Customized on-air and online media package featured on NBC Bay Area			✓				
Opportunity to host a customized prize or match	✓	✓		✓	✓	✓	✓
Logo on SV Gives website	✓	✓		✓	✓	✓	✓
Logo on SV Gives email blast	✓	✓		✓	✓	✓	✓
Logo in SV Gives ad in the Spring issue of one: innovation through philanthropy	✓	✓		✓	✓	✓	✓
Logo in SVCF e-newsletter	✓	✓		✓	✓	✓	✓
Sponsor mention in social media posts	✓	✓		✓	✓	✓	✓
Logo on electronic post event report outs	✓	✓		✓	✓	✓	✓
Logo on SV Gives t-shirt	✓	✓			✓	✓	✓
Logo on SV Gives material used for marketing purposes	✓	✓			✓	✓	✓
Volunteer opportunities for company employees	✓	✓				✓	✓
Logo and positioning on SV Gives ad campaign featured on-air NBC Bay Area and NBCbayarea.com	✓	✓				✓	✓
Acknowledgement in press releases	✓	✓					✓
Opportunity to host onsite employee giving drive	✓	✓					✓

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