

EVENT FACT SHEET

The Erie City Mission

CELEBRATION OF NEW LIFE

112 YEARS

WHAT

Referred to as “an evening of celebration” by attendees, the Celebration of New Life is the Erie City Mission’s signature fall fundraising event and draws over 200 local philanthropists.

DATE

Celebration of New Life

Thursday, October 26, 2023

TIME

5:00 Hors D’oeuvre Reception

6:00 Program

LOCATION

Erie City Mission Hagen Hall, 1017 French Street, Erie, PA 16501

AUDIENCE

Our attendees* believe in the programs and services of the Erie City Mission and take pride in giving a hand up to those on the margins of our society. **Over 200 influential business professionals, community partners, volunteers, and philanthropic donors who declare that the Mission was born out of our city and is nurtured by our community.*

MEDIA EXPOSURE

In 2022, the Celebration of New Life was widely promoted—to both general and targeted audiences of local philanthropists and volunteers who felt called to support the human services. The event has been featured on Erie News Now, WJET-TV and FOX, in the Erie Times News, on Cumulus stations, WCTL, TalkErie, and through various social media platforms.

SPONSORSHIP OPPORTUNITIES

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Erin Layden in Development.

ABOUT THE ERIE CITY MISSION

As a leader in the field of rescue and recovery for 112 years, the Erie City Mission exists to meet the physical, emotional, and spiritual needs of men, women, and youth in the city of Erie. The mission of the Erie City Mission is “Restoring Hope, Transforming Lives.” The Mission seeks to cultivate a community of new life, break the cycle of hopelessness, and ultimately build the Kingdom of God.

CONTACT

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SPONSORSHIP LEVELS AND MARKETING BENEFITS

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Our sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support from our Development staff.

All sponsorship levels include:

- Company logo or name in all event material
- Hyper-linked company logo or name recognition on event page of website
- Customized marketing benefits*

***Customized marketing benefits include, but are not limited to, the following:**

- *Recognition on press releases, print advertising, radio and television spots*
- *Company recognition in organizational newsletter*
- *Social media recognition leading up to and during the event*

PILLAR ————— starting at **\$5,000**

Become a main sponsor, and receive marketing benefits for your company, including company recognition on/in all promotional materials and an exclusive commercial opportunity at the event. This is a fully customizable package.

- Reserved VIP seating for 4 guests
- One full-page ad in event program
- One 30-second commercial played during event (optional)

COMPASS ————— starting at **\$2,500**

- Reserved VIP seating for 4 guests
- One full-page ad in event program
- Custom day service opportunity for your employees (optional)

ANCHOR ————— starting at **\$350**

- Seating for 2 guests
- One half-page ad in event program

Advertising Opportunities

Advertising space in event program is available for purchase. This option is not considered a sponsorship.

Ads will be accepted [press ready] in PDF format, with your choice of full color or black and white. All ads must be received no later than **October 2, 2023, to erin.layden@eriecitymission.org**.

- **Full Page** [5.5 X 8.5] - \$200
- **Half Page** [5.5 X 4.25] - \$100
- **Quarter Page** [2.75 X 4.25] - \$60