



## *2020 Corporate Sponsorship Opportunities Menu*

As Penn Foundation enters its 65<sup>th</sup> year in instilling hope, inspiring change, and building community through its 27 mental health and addiction treatment programs, we are reminded of the faithful generosity of those, like you and your business, who have helped us get to where we are today. We are reaching out to you in 2020 with some exciting events and initiatives to celebrate just how far we've come and would like to offer opportunities to partner with you that span the whole year. Please take a look at the following pages and see what traditional and new opportunities we have to offer! If you have any questions, please reach out to either one of us.

*Thank you for your support of Penn Foundation!*

A handwritten signature in black ink that reads "Kimberly Detwiler".

Kimberly Detwiler  
Vice President, Advancement & Communications  
[kdetwiler@pennfoundation.org](mailto:kdetwiler@pennfoundation.org)  
215.453.5190

A handwritten signature in black ink that reads "Sondra S. Pyrz".

Sondra S. Pyrz  
Advancement Specialist  
[spyrz@pennfoundation.org](mailto:spyrz@pennfoundation.org)  
215.453.5182

**In honor of Penn Foundation's 65<sup>th</sup> year, any donor who gives a total of \$6,500 or more will receive the following additional benefits:**

*Recognition and logo in an issue of our E-Newsletter!*

*2 tickets to an event of your choice!*

*Swing For Hope Golf Outing Dinner, or Annual Premier Fundraiser*

If you would like to no longer receive marketing materials from Penn Foundation, please contact Lauren at [ldetweiler@pennfoundation.org](mailto:ldetweiler@pennfoundation.org).

# Signature Fundraisers

## Annual Premier Fundraiser

 October 2020

*Penn Foundation's 65<sup>th</sup> Anniversary year allows the opportunity for us to host a new and exciting fundraiser that celebrates our mission and supporters. We are still in the planning phase; event details will be announced soon!*

## Swing For Hope Golf Outing

 Monday, June 22, 2020

*The Swing for Hope Golf Outing, held at Indian Valley Country Club, is a joint fundraiser benefitting both Penn Foundation and the Indian Valley Chamber of Commerce. Spend the day on the green then come together for a delicious dinner. Draws approximately 80-90 golfers, mainly members of the local business community. For more details about this opportunity, please contact Penn Foundation's Advancement Department.*

**\$3,500 PRESENTING SPONSOR (1)**

**\$2,500 GOLD SPONSOR (6)**

**\$2,000 COMMUNITY PARTNER**

**\$1,500 EAGLE SPONSOR**

**\$1,000 BIRDIE SPONSOR**

**\$500 PAR SPONSOR**

**\$250 TEE SIGN SPONSOR**



*Sponsor commitment needed by May 1, 2020 to receive all sponsor benefits.*

## #GivingTuesday

 Tuesday, December 1, 2020

*Penn Foundation participates in this annual global movement of giving that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Penn Foundation uses #GivingTuesday's popularity to market Penn Foundation and reach donors. In 2020 we are looking to reach new donors and increase giving by leveraging gifts via a matching sponsor.*

**\$1,000 GIVING TUESDAY MATCHING SPONSOR (1)**

*Provides exclusivity in all marketing surrounding Penn Foundation's #GivingTuesday initiatives. Includes email correspondence and social media posts before, during, and after #GivingTuesday; also includes "big check" presentation photo opportunity here at Penn Foundation.*

*Sponsor commitment needed by September 1, 2020 to receive all sponsor benefits.*

# Benevolent Contributions

## **Benevolence Contribution**

*A benevolence contribution to Penn Foundation will chiefly be used to fund the gap that happens when Penn Foundation's services are un-reimbursed or under-reimbursed. Bridging this gap allows Penn Foundation to continue supporting its 27 programs and helps pay for the charitable care we provide to individuals who cannot pay or can only partially pay for the services they receive.*

*Please select your preferred area of support below*

- Unrestricted: "Where needed most"**
  - Mental Health Outpatient Services**
  - Drug & Alcohol Outpatient Services**
  - Residential and Rehabilitative Services (Housing and Supported living)**
- I'D LIKE TO MAKE A BENEVOLENCE CONTRIBUTION OF \$\_\_\_\_\_**

**I WOULD LIKE TO HOST A FUNDRAISING DRIVE**

*Penn Foundation would be so grateful to you for hosting a fundraising drive for Penn Foundation. A drive could look to gather in-kind items such as food, clothing, or hygiene products, which would go directly to our programs and clients in need. In addition, a drive could look to gather monetary contributions. If you are interested, please select this option and we will get in touch with you.*

*Possible Drive Options:*

- Sock drive**
- Personal hygiene items**
- Gift cards**
- Food drive**
- Book drive**
- Holiday "Giving Tree"**

*Preferred Collection Month: \_\_\_\_\_*

*If desired, Penn Foundation's Advancement Team will work with your business to determine the appropriate public relations and visibility benefits tied to any benevolence donation. At a minimum, Penn Foundation will coordinate a photo opportunity, send a press release and highlight your corporate donation on Penn Foundation's social media channels.*

# Educational Outreach

## Michael J. Peters Lecture Series – new sponsorship opportunity!

 May 2020

The Dr. Michael Peters Lecture Series is a community-based educational program that brings national experts in behavioral health to Penn Foundation to discuss relevant topics in mental health affecting our community. Historically, this invitation-only event has drawn approximately 100-125 guests from the medical and social services fields. This year, we are opening this up to a community-wide event and will be partnering with chambers and schools to expand our reach.

**\$3,000 PRESENTING SPONSOR (1)**

Logo on event invitation and materials, and  
mention in press release  
Logo on sponsor sign/banner at event  
Logo on screen at event  
Recognition from the podium

**\$2,000 SPONSOR**

Logo on event invitation and materials  
Logo on sponsor sign/banner at event

**\$1,000 SPONSOR**

Name listing on event invitation  
Name listing on sponsor sign/banner at event

**\$500 SPONSOR**

Name listing on sponsor sign/banner at event

Sponsor commitment needed by March 1, 2020  
to receive all sponsor benefits.

## Speaker's Bureau – new sponsorship opportunity!

Penn Foundation offers a Speaker's Bureau of clinical professionals specializing in mental health and addiction treatment. This valuable community resource is offered to companies and organizations for trainings, talks, panels, seminars, and other events, reaching a wide array of audiences.

**\$1,000 PRESENTING SPONSOR (1)**

Logo on Speaker's Bureau materials  
Logo on website  
Logo/slide at conclusion of presentation

**\$500 SPONSOR**

Name listing on Speaker's Bureau materials  
Name listing on website  
Name listing at conclusion of presentation



## Faith-Based Educational Programming – new sponsorship opportunities

Penn Foundation offers two unique opportunities to provide mental health and addiction treatment education and resources through a faith-based lens. We are able to honor Penn Foundation’s Anabaptist history through supporting our religious and faith communities in this way.

### Clergy Event\*

 April 29, 2020

Led by Penn Foundation Chaplain and Director of Pastoral Services, Rev. Carl Yusavitz, PhD, this annual event gathers individuals from local faith-based and religious organizations for a morning workshop focused on understanding the role that spirituality plays in mental health recovery. Draws approximately 20-25 guests; approximately 300 invitations are sent out.

**\$1,000 PRESENTING SPONSOR (1)**

- Logo on event invitation, all event materials and press releases
- Opportunity to provide promotional items to attendees
- Opportunity to address attendees from podium

**\$500 SPONSOR**

- Tabletop tent card
- Name listing materials, and correspondence
- Recognition from podium

**\$250 SPONSOR**

- Name listing on tabletop tent card

Sponsor commitment needed by March 1, 2020 to receive all sponsor benefits.

### Dayspring Event\*

 October 2020

Led by Penn Foundation’s Dayspring Counseling Director, this annual fall educational event features a keynote speaker that addresses a current, mental-health related “hot topic” impacting parents, youth, and the faith-based community. The event is free and open to the public. It is promoted through our local faith communities as well as traditional and social media outreach. Typically 40-60 attend.

**\$1,000 PRESENTING SPONSOR (1)**

- Logo on event invitation, all event materials and press releases
- Opportunity to provide promotional items to attendees
- Opportunity to address attendees from podium

**\$500 SPONSOR**

- Logo on tabletop tent card
- Name listing on materials, and correspondence
- Recognition from podium

**\$250 SPONSOR**

- Name listing on tabletop tent card

Sponsor commitment needed by April 20, 2020 to receive all sponsor benefits.

*\*Funds raised through these events will support Penn Foundation’s Pastoral Program and Christian outreach.*

# Youth Impact Camps

## Impact Camps

Penn Foundation offers two camp experiences: **Camp Crossroads** provides camp weekends (4-6 annually) for youth who have been impacted by substance abuse in their families, and **Camp Courage**, a week-long summer camp for youth on the autism spectrum. These camps provide a safe, fun and supportive environment where children can come together with their peers, learn they aren't alone, and build confidence as they experience traditional camp activities. Camp experiences also include educational learning times when trained mental health professionals and counselors teach coping strategies and other techniques so campers can be successful and live life to its fullest when they get back home.



 4-6 camps, Spring - Fall 2020

- \$2,000 CAMPER-HERO SPONSOR**  
Logo on all materials for the year  
Logo on camp shirts  
Recognition & link on Penn Foundation website
- \$1,000 ADVENTURE SPONSOR**  
Logo on 2020 camp shirts  
Recognition on Penn Foundation website
- \$500 FIRESIDE SPONSOR**  
Name listing on 2020 camp shirts  
Recognition on Penn Foundation website
- \$250 GROW SPONSOR**  
Recognition on Penn Foundation website



 Day camp, 1 week, Summer 2020

- \$1,000 COURAGEOUS LEAD SPONSOR**  
Logo on camp shirts  
Recognition & link on Penn Foundation website
- \$500 ADVENTURE**  
Name on camp shirts  
Recognition on Penn Foundation website
- \$250 GROW SPONSOR**  
Recognition on Penn Foundation website

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**Penn Foundation and its Caring Community have been**

*Instilling Hope. Inspiring Change. Building Community.*

**for 65 years!**



# 2020 Corporate Giving Form



*Please select your giving preferences on the previous pages. All relevant pages indicating your sponsorship preferences should be returned with this giving form.*

Contact Person: \_\_\_\_\_

Organization: \_\_\_\_\_

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

Main Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**My Gift/Pledge Total:** \$ \_\_\_\_\_

I prefer to pay via check (made payable to Penn Foundation)  Bill Me

I prefer to pay with  Visa  Mastercard  American Express  Discover

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

I would prefer to make a pledge and pay in \_\_\_\_\_ installments of \$\_\_\_\_\_.  
Start date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Please send all ads, logos, and RSVPs to [partner@pennfoundation.org](mailto:partner@pennfoundation.org).**

**Questions? Please contact Sondra Pyrz at 215-453-5182 or [spyrz@pennfoundation.org](mailto:spyrz@pennfoundation.org).**

My preferred method of contact is:  Phone  Email  Direct Mail  Other \_\_\_\_\_

Do you have a preferred month in which Penn Foundation should contact your organization about sponsorship and giving opportunities?

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> October  |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> November |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September | <input type="checkbox"/> December |

Additional notes/comments important to share with the Advancement Team:

\_\_\_\_\_  
\_\_\_\_\_