

# **COVID-19 Sponsorship Opportunities**

***Partnering to Help During a Crisis***



***Responding to Community Needs  
Through Volunteerism!***

**[www.rsvpmc.org](http://www.rsvpmc.org)**

# Why Partner with RSVP?

RSVP recruits, trains and places volunteers in programs crafted to improve the lives of some of our community's most vulnerable populations. Our expertise in bringing people, resources and organizations together have annually improved the lives of more than 11,000 community residents. With our committed corporate and nonprofit partners we are able to offer hope where and when it is needed the most.

## Emergency Response to the COVID-19 Pandemic

During March 2020, RSVP shifted focus from school and home-based programs in order to respond to the COVID-19 crisis effectively. With 46 years of volunteer recruitment expertise, we have been able to respond to the challenge by screening and enrolling an additional 500+ new volunteers to meet community needs by delivering food and medications, staffing food pantries, tutoring and counseling virtually and referring Medical Reserve Corps volunteers.

*Until it is safe for volunteers to interact directly with children, adults and seniors, many of our programs have been modified.*

*To continue to meet the needs of these groups, RSVP's school-based programs now provide virtual learning and tutoring. STEM Career Presentations are viewed by students on their home computers to inspire them. Veterans continue to receive virtual math tutoring to prepare for college courses. In home assistance for low-income seniors now includes grocery and medication deliveries as well as friendly phone calls. Medicare counseling is conducted by phone sessions. Management professionals counsel nonprofits on best practices and more volunteers than ever are delivering warm meals and a smile to isolated low-income seniors.*

*By focusing on volunteer recruitment to meet emerging critical needs and adapting program delivery, RSVP is continuing to meet the needs of our most vulnerable community members.*

**Support is needed to ensure we can continue to recruit and place screened volunteers where they are needed the most.**

Let's work together to create the partnership and visibility your company is looking for.

**Won't you join us?**

**[www.rsvpmc.org](http://www.rsvpmc.org)**

# Our Impact Together

## Your support creates positive change throughout our region

Our corporate partners provide resources enabling us to raise funds and awareness for our community-based programs -- our roadmap to improving lives by building stronger communities through targeted and monitored programs.

These award-winning critical programs support children and their families through education, low income seniors, adults and veterans through counseling and support and direct assistance to area non-profits. Our work together this past year has produced some impressive outcomes:

### **500+** New Volunteers recruited since mid-March to address emerging critical needs during COVID-19 pandemic

*Volunteers are delivering groceries, medications and warm meals, staffing food pantries, tutoring students virtually and staffing Medical Reserve Corps needs*

### **5,477** Children and Youth receive volunteer support to improve their literacy and life skills

As a result: **80%** of parents are reading more often to their children **75%** improved their math skills **87%** of students made positive changes in their lives **75%** became excited about the possibility of a STEM career

### **4,000** Seniors receive free Medicare counseling on their best health care options

*Individual counseling sessions and group presentations provided area seniors with options for selecting optimal and affordable health coverage*

### **2,300** Hours of volunteer time assists seniors with small tasks

*Volunteers provided transportation for low-income seniors to critical medical appointments and helped secure groceries in the home. Other volunteers delivered warm meals to homebound seniors. And other volunteers tutored Veterans returning to college via an online program in challenging math concepts*

### **200** Nonprofit agencies received valuable consultation by professional leadership volunteers to improve their capacity

As a result: **77%** of nonprofit agencies improved their operational capacity through consultations and workshops

### **339** Partner nonprofit agencies benefit from volunteer support to effectively serve their constituents

## Volunteer Demographics

1,600  
Volunteers

65% Female



35% Male

Average Age

Chester County: 59

Montgomery Co: 65

Delaware County: 72

Average Age During

COVID-19 Recruitment

All counties: **40**

+75% College  
Degree or Above

### Residency

Montgomery, Delaware  
& Chester counties as  
well as Outside Area for  
virtual program  
volunteers

### Professions:

Business 28%

Education 17%

Finance 12%

Healthcare 10%

Science 6%

## Vulnerable Populations We Serve

We Serve 5,500  
Children & Families

- Literacy
- Mentoring
- Virtual Reading & Tutoring
- STEM

500+ New Volunteers  
Recruited to  
Serve Populations  
Adversely Affected by  
COVID-19

Volunteers Support  
150 Local Nonprofits  
Serving Diverse  
Populations

We Serve 4,000+  
adults, seniors &  
Veterans

- Medicare Counseling
- Transportation to Medical Appointments
- Meal Delivery
- Tutoring

## RSVP by the Numbers



**1,200 Volunteers +  
500 new volunteers  
added to address  
COVID-19 crisis**



**2,446 Social  
Media Followers**



**146 Corporate  
Partners**



**529 Individual  
Donors**



**5,356 Monthly  
Web Visitors**



**11,000 + Community Members Served**

## Our Annual Outreach Media Impressions

| Print   | Digital  | PR  | Social  |
|---|--|---|---|
| <ul style="list-style-type: none"> <li>Newspapers - <i>Tri-County Dailies &amp; Weeklies</i></li> </ul> | <ul style="list-style-type: none"> <li>Newspapers <i>Tri-County Dailies &amp; Weeklies</i></li> <li>RSVP's Quarterly E-News</li> <li>Patch Online News Source</li> <li>United Way Bi-weekly E-News</li> <li>Townships Website Links</li> </ul> | <ul style="list-style-type: none"> <li>Press Releases</li> <li>Event Promo</li> <li>Expo/Event Materials</li> </ul> | <ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul> |

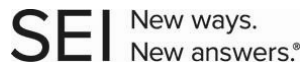
## Total Impressions

|                 |                   |                |                        |
|-----------------|-------------------|----------------|------------------------|
| <b>373, 243</b> | <b>18,221,711</b> | <b>133,935</b> | <b>2,446</b> Followers |
|-----------------|-------------------|----------------|------------------------|



# You're in Good Company

## Our Partners 2019-2020



RBC Wealth Management

BRYN MAWR **FILM INSTITUTE**



**R S V P**

## Partnership Benefits Menu

### Marketing and Exposure

| Promotion   | Essential<br>\$10,000 | Benefactor<br>\$5,000 | Champion<br>\$2,500 | Hero<br>\$1,000 | Advocate<br>\$500 | Supporter<br>\$300 |
|---|-----------------------|-----------------------|---------------------|-----------------|-------------------|--------------------|
| Annual Report   | ✓                     | ✓                     | ✓                   | ✓               | ✓                 | ✓                  |
| Website   | ✓                     | ✓                     | ✓                   | ✓               | ✓                 | ✓                  |
| Event Marketing   | ✓                     | ✓                     | ✓                   | ✓               | ✓                 | ✓                  |
| Quarterly E-News  | ✓                     | ✓<br>3 issues         | ✓<br>2 Issues       | ✓<br>1 Issue    | ✓<br>1 issue      |                    |
| Social Media  | ✓                     | ✓                     | ✓                   | ✓               |                   |                    |
| Branded Give-Aways  | ✓                     | ✓                     | ✓                   |                 |                   |                    |
| Monthly Volunteer E-Communication   | ✓                     | ✓<br>6 months         |                     |                 |                   |                    |
| Volunteer Handbook Branding   | ✓                     |                       |                     |                 |                   |                    |
| Events  | Essential<br>\$10,000 | Benefactor<br>\$5,000 | Champion<br>\$2,500 | Hero<br>\$1,000 | Advocate<br>\$500 | Supporter<br>\$300 |
| Virtual 5K <i>(summer)</i><br>Golf Ball Drop <i>(fall)</i>                | ✓                     | ✓                     | ✓                   | ✓               | ✓                 | ✓                  |
| Virtual Volunteer Recognition Events<br><i>Annual Awards Celebrations</i> | ✓<br>Speaking Opp     | ✓<br>Logo             | ✓<br>Logo           | ✓<br>Logo       | ✓<br>Logo         |                    |
| Six Nonprofit Workshops Virtual and Live                                  | ✓<br>Speaking Opp     | ✓<br>Logo             |                     |                 |                   |                    |
| Six Virtual Expert Office Hours for Non-profits                           | ✓                     | ✓                     |                     |                 |                   |                    |
| Virtual Volunteer Information Sessions<br><i>24 Annual Meetings</i>       | ✓<br>Logo & Intro     | ✓<br>Logo & Intro     |                     |                 |                   |                    |
| Giving Tuesday<br><i>Annual Social Media Campaign</i>                     | ✓                     |                       |                     |                 |                   |                    |



# Sponsorship Application

|                                  |  |
|----------------------------------|--|
| Firm / Company Name              |  |
| Street Address, City, State, Zip |  |
| Primary Contact Person & Title   |  |
| Primary Contact Email & Phone    |  |
| Secondary Contact Person & Title |  |
| Secondary Contact Email & Phone  |  |

Please place a check mark next to the sponsorship level you are requesting

- ☐ Essential Sponsor \$10,000
- ☐ Benefactor Sponsor \$5,000
- ☐ Champion Sponsor \$2,500
- ☐ Hero Sponsor \$1,000
- ☐ Advocate Sponsor \$500
- ☐ Supporter Sponsor \$300

## SPONSOR COMMITMENT

By signing below, you represent that you are authorized to sign this sponsor application form on behalf of the sponsor applicant named, that the applicant agrees to abide by the terms and conditions of this Sponsorship Program and that the applicant agrees to pay the sponsorship fee for the sponsor package chosen.

Name of Applicant:

Authorized Signature:

Print Name:

***Please submit completed form to [michelem@rsvpmc.org](mailto:michelem@rsvpmc.org) along with a high-resolution logo and the url address for the link. Sponsorship fee can be submitted by check, online or via PayPal through our website: [www.rsvpmc.org](http://www.rsvpmc.org).***

## Thank you for your partnership

Please reach out with any questions

Michele Moll, Executive Director

RSVP, Inc. 901 E. 8th Avenue, Suite 200, King of Prussia, PA 19406

610-834-1040 x.114

[www.rsvpmc.org](http://www.rsvpmc.org)





# Essential Partnership Package

As our highest level sponsor and partner, your company will gain maximum visibility through these year-long promotional opportunities

## Essential Level: \$10,000

Sponsor recognition at all **six** events and the following benefits:

### Print:

- News article highlighting sponsor community activities
- Lead sponsor highlighted in press releases and all event marketing (media impressions exceed 370,000)
- Logo and listing in annual report (distribution 7,000+)
- Logo imprinted on Volunteer Handbook (distribution approx. 700 per year)

### Digital:

- Website logo and link on home page reaching 5,356 visitors
- Quarterly E-Newsletter logo and link distributed to 6,000+ community members
- Feature article in E-Newsletter
- Patch online news link reaching 2M+ local residents
- United Way E-Newsletter logo and recognition reaching 17,000 quarterly
- Tri-county township websites recognition reaching 30,000+ community residents
- Monthly volunteer E-blast logo and link reaching 1,700 diverse volunteers

### Social Media:

- Logo and tag in social media posts reaching 2,446 followers

### Event Recognition:

- Logo on all event invitation, promo and program book materials
- Speaking opportunities at all events
- Volunteer opportunities for staff including virtual, group and individual
- Customized promotional opportunity
- Branded give-away opportunities

RSVP, Inc. 901 E. 8th Ave. Suite 200  
King of Prussia, PA 19406  
610.834.1040 [www.rsvpmc.org](http://www.rsvpmc.org)





Virtual Information Session



Golf Classic



Meet the Funders Workshop

# Partnership Packages

Gain Visibility with these exclusive year-long partnership opportunities. By selecting a package, you will receive the following benefits.

*Essential Level of \$10,000 available to partners, one per industry. Ask for details.*

## Benefactor Level: \$5,000

Sponsor recognition at all **five** events and the following benefits:

### Print:

- Sponsor mentioned in press releases and all event marketing (370,000+)
- Logo and listing in annual report (7,000)
- Logo imprinted on Volunteer Handbook (approx. 700 distributed annually)

### Digital:

- Website logo and link on home page (5,356 visitors)
- Three quarterly E-Newsletter logo and link distributed to 6,000 community residents
- Patch online news logo and link (2M+)
- United Way E-Newsletter recognition distributed to 17,000 quarterly
- Tri-county township websites (30,000)
- Monthly volunteer E-Blast logo and link (1,700)

### Social Media:

- Logo and tag in social media posts reaching 2,446 followers

### Event Recognition:

- Logo on all event invitation, promo and program book materials
- Recognition opportunities at two events
- Branded give-away opportunities

## Champion Level: \$2,500

Recognition at **two** events and these benefits:

### Print:

- Sponsor level mentioned in press releases and event marketing (370,000+)
- Logo in annual report (7,000)

### Digital:

- Website logo and link on home page (5,356 visitors)
- Two quarterly E-Newsletter logo and link (distribution 6,000)
- United Way E-Newsletter recognition
- Quarterly volunteer E-Blast logo and link (1,700)

### Social Media:

- Logo and tag in social media posts reaching 2,446 followers

### Event Recognition:

- Logo on all event promo materials
- Logo in event program books
- Branded give-away opportunities





Volunteer Recognition Event



Run Wild 5K



Volunteer Recognition Event

# Partnership Packages

## Hero Level: \$1,000

Sponsor recognition at **two** events and the following benefits:

### Print:

- Sponsor level mentioned in press releases and event marketing (370,000+)
- Logo in annual report (7,000)

### Digital:

- Website logo and link on home page (5,356 visitors)
- One quarterly E-Newsletter logo and link (6,000)

### Social Media:

- Tag in social media posts reaching 5,356 followers

### Event Recognition:

- Logo on all event invitation, promo and program book materials
- Branded give-away opportunities

## Advocate Level: \$500

Recognition at **two** events and these benefits:

### Print:

- Sponsor level mentioned in press releases and event marketing (370,000+)
- Logo in annual report (7,000)

### Digital:

- Website logo and link on home page (5,356)
- One quarterly E-Newsletter logo and link (6,000)

### Event Recognition:

- Logo on all event promo materials
- Logo in event program books

## Supporter Level: \$300

Recognition at **one** event and these benefits:

### Print:

- Sponsor level mentioned in press releases and event marketing (370,000+)
- Logo in annual report (7,000)

### Digital:

- Website logo on home page (5,356)

### Event Recognition:

- Logo on all event promo materials
- Logo in event program books