



Sponsorship Opportunities

for corporate, foundation & nonprofit partnership

Creating connection. Supporting each other. So many current issues spotlight the critical importance of kindness and empathy skills. The people you support or serve feel far apart from their neighbors—and wonder how to give or get help.

Your organization can help show the way forward, bringing greater meaning and value to your work, customers, employees, and community. Partner with **Spark Kindness** in Natick and throughout MetroWest Boston to connect with moms, dads, kids, caregivers, teachers, and community partners. Together as individuals, families, schools, organizations, businesses, coaches, artists, faith and community leaders, we can make sure no one feels alone, bullied, unsupported, or unconnected every day, especially in the most challenging times.

Spark Kindness is a convener, educator, resource, and friend. We give you more than a decade's experience connecting the community in kindness—and collaborating on meaningful sponsorships like yours.

Why Sponsor Spark? Because you'll gain...

- ✓ **An excellent, efficient partnership** that demonstrates and extends your community commitment.
- ✓ **A meaningful way to make a difference** in the lives of thousands of people you care about.
- ✓ **Well-being resources for your employees and their families**, enhancing your care and commitment.
- ✓ **Ample opportunities to showcase your business** to new customers.
- ✓ **The satisfaction** of keeping all Spark events FREE, plentiful, and open to all.
- ✓ **The confidence you are taking meaningful action** to increase kindness, understanding, and equity.
- ✓ **Possible tax benefits:** Spark Kindness is a 501(c)3 nonprofit. Please discuss with a tax professional.

Together, we'll connect more deeply with the community. Spark Sponsorship includes:

Year-Round Event Visibility

- 25+ parenting + belonging programs and community events virtual and in-person
- 5,000+ program attendees yearly
- 1000s more touched by Spark's presence at public activities and community events

Outreach You Can Share

- 40+ e-communications annually
- 9,000+ email subscribers
- 5,000+ social media followers
- 60+ great community partners & funders

Ready? Set? Sponsor!

Apply online (pay by check or credit card): <https://www.sparkkindness.org/get-involved/donate>

(write "Spark Sponsorship" in the notes section of the form)

or contact Michele Marotta, Associate Executive Director [by email](mailto:mmarotta@sparkkindness.org).

Spark Kindness Sponsorship Levels and Benefits

Many small businesses
▼ start here! ▼

	Strategic Partner	Premier	Platinum	Gold	Silver	Bronze	Sparkling
Your Tax-Deductible Annual Commitment	\$20,000 or more	\$10,000 or more	\$5,000 or more	\$2,500 or more	\$1,000 or more	\$500 or more	\$250 or more
For in-person and virtual events:							
Promote your services: to Spark virtual + in person attendees	✓	✓	✓	✓	✓	✓	✓
Host a virtual + in person table: greet guests to connect and share resources	ALL Events and welcoming remarks, too!	4 events	3 events	2 events	1 event	1 event shared table	
Live event recognition: program remarks highlight how you and your business care	✓	✓	✓	✓	✓	✓	✓
Event visibility: program welcome and closing slides honor each sponsor	PROMINENT LOGO	FEATURED logo	LARGE logo	logo	logo	Name	name
Online visibility: in event registration, e-news, program e-blasts, social media and Spark's website	PROMINENT LOGO	FEATURED logo	LARGE logo	logo	logo	Name	name
Print visibility: Spark's print calendar and event specific flyers (8,000+ distributed)	PROMINENT LOGO	FEATURED logo	LARGE logo	logo	logo	Name	Name
Meet-and-greet invitations: with select Spark speakers before public events	25 guests	20 guests	15 guests	10 guests	5 guests	1 guest	1 guest
Community goodwill!	✓	✓	✓	✓	✓	✓	✓
Your very own kind, friendly community partner to call on!	✓	✓	✓	✓	✓	✓	✓

Activate your sponsorship in support of your own strategic priorities!

What opportunities are most meaningful to YOU? Please share your priorities and let us support you in crafting the sponsorship that achieves your goals for your business and your community presence.

We encourage you to:	ALL Sponsors
Add Spark Kindness to your website	✓
Announce your sponsorship on your social media	✓
Share Spark posts with your own followers	✓
Invite your employees to attend events, enhancing your care and benefits	✓
Highlight Spark in your newsletter if you have one	✓
Brainstorm with us any other ideas you may have!	✓



APPLY TODAY: <https://www.sparkkindness.org/get-involved/become-a-sponsor>



Sponsorship Registration

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Yes! Count on _____ for kindness!

YOUR BUSINESS OR ORGANIZATION NAME

Contact Person

NAME	_____	TITLE	_____
EMAIL	_____	PHONE	_____

Mailing Address

STREET	_____	CITY, STATE, ZIP	_____
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Physical Address, if different

STREET	_____	CITY, STATE, ZIP	_____
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Online Links, if you have them

WEBSITE	_____	FACEBOOK	_____	TWITTER	_____	INSTAGRAM	_____
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Your Sponsorship

	Strategic Partner	Premier	Platinum	Gold	Silver	Bronze	Sparkling
Your Tax-Deductible Annual Commitment Please select one ►	\$20,000 or more <input type="checkbox"/>	\$10,000 or more <input type="checkbox"/>	\$5,000 or more <input type="checkbox"/>	\$2,500 or more <input type="checkbox"/>	\$1,000 or more <input type="checkbox"/>	\$500 or more <input type="checkbox"/>	\$250 or more <input type="checkbox"/>
Please email us your logo (JPEG or PDF) ►	✓	✓	✓	✓	✓		

Your sponsorship commitment \$ _____

Any additional gift? Every contribution keeps programs FREE and plentiful! \$ _____

TOTAL AMOUNT \$ _____

Register & Pay

- By check:** Mail this form, with a check payable to "Spark Kindness," to the address below.
- By credit card:** Fill in card info, then mail this form (or email a scan/photo) to the address below.
WHICH CARD? VISA MasterCard American Express Discover

NAME ON CARD	_____	SIGNATURE OF CARDHOLDER	_____
CARD NUMBER	_____	EXP. DATE	_____
		CVV	_____

- Online:** Pay by card: <https://www.sparkkindness.org/get-involved/donate>

(write "Spark Sponsorship" in the notes section of the form)

Spark Kindness is a 501(c)3 nonprofit organization, EIN # 46-5037162. No goods or services are provided in exchange for this donation. Sponsorships are tax-deductible to the extent allowed by law.

Thank You!