



## Sponsorship Proposal





Businesses searching for creative and interactive ways to reach new, loyal and active customers and are invited to partner with Community Link.

By partnering with CL, you can increase your business exposure within the NW Tarrant County, EMS-ISD, NWISD, LWISD, CISD and local Saginaw community.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget.



"I have twins starting in Kindergarten and wondered how I was going to get all they needed. At the B2SB we ended up getting all we needed and more. They got haircuts, eyeglasses, backpacks, school supplies, tennis shoes, face painting and more! The girls loved the balloons and snow cones too. They love their Hello Kitty backpacks! Thank you so much! "

- Amanda, Olivia and Sophia



"Thank you for last Saturday's Fix My Ride Event. You were all so gracious. You even provided movies, games and food for us while we waited. Thank you for all you do!"

- Paula



"We recommend anyone that wants to learn how to cook healthier and on a budget take the Cooking Matters classes. Meal planning was our favorite discussion. My wife and I are saving money and getting healthier!"

- Jeremie and Chrystal



SHARE OUR STRENGTH'S  
**COOKING  
MATTERS**  
NO KID HUNGRY

# About



Community Link is a food pantry in Saginaw, Texas. Community Link strives to alleviate hunger by providing, at no charge, food and personal care items to those in need, covering 178 square miles in Northwest Tarrant County: 76052, 76114, 76131, 76135, 76137, 76177, 76179 (any family with a student attending EMS-ISD).

## Current Services:

- Monthly groceries for disabled and senior citizens
- Low income families receive groceries up to six times a year Nutrition/Cooking Classes
- Job search assistance, resume writing, business clothing, etc. Food stamp, Medicaid and Medicare representatives on site monthly for assistance
- Fix My Ride Event (Car Repairs)
- Back to School Event in August
- Christmas Event in December

## Expanded Services to be added gradually in the new facility:

- Case Management
- Medical/dental outreach clinics
- Backpack Program for nutritionally insecure children
- Budget/Finance classes



# SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across Tarrant County and will put your company's name, logo and link in front of more than 25,000 clients, 1,500 volunteers and 5 school districts. Not to mention countless social media participants.

We aim to provide value to sponsors by:

Providing opportunities for you to market your services to our 1,500 volunteers and countless social media participants.

Providing you with opportunities to become actively involved in community events

- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness and numerous children's services in Northwest Tarrant County.

	Platinum	Gold	Silver
Value	\$15,000	\$10,000	\$5,000
Recognition as title sponsor for one of our major events (B2SB or Christmas) in a 12month period. Presented in all CL communications and materials for said special event	✓		
Added to wall plaque for recognition in waiting area	✓	✓	
<b>Name and logo placement:</b>			
Event shirts (Both major events)	Logo	Logo	
Event flyers (Both major events)	Logo	Logo	Logo
Mailings	Logo	Logo	Logo
Signage at both major events	Logo	Logo	Logo
<b>Promotion:</b>			
Website with link	Logo	Logo	Logo
Social Media postings	✓	✓	✓
Media promotion and press releases	✓	✓	✓
Recognition in e-newsletters to volunteers	✓	✓	✓
<b>Major Event Benefits:</b>			
Ability to place items in the client/volunteer bags	Unlimited	Unlimited	1 Item
Opportunity to have representation at the events	Tent	Tent	Table
Banner placement on event banners	Premier	Premier	Preferred
Announcements during major events	5 Mentions	3 Mentions	2 Mentions
<b>Year Long Benefits:</b>			
Ability to place brochures, flyers, etc. at our facility	✓	✓	
Invitation to annual sponsor appreciation event	✓	✓	✓

## Other Sponsorship Opportunities

### \* Current Specific Opportunities (all sponsorship benefits apply)

- \$12,000 for a matching grant to purchase a refrigerated box truck (donor will get ad space on the truck as well as the Gold benefits package)
- \$4,000 for the purchase of an electric pallet jack (donor will receive the silver benefits package)
- \$18,000 for tennis shoes and socks for 1,500+ children at our Back 2 School Bash (donor will receive Platinum benefits package) – *This opportunity is available for the 2017 event*

### \* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact [LaraGay@Community-Link.org](mailto:LaraGay@Community-Link.org). Some in-kind items received in the past include: Cases of water, Hot Dogs/Buns, Gift cards, Product, etc.

### \* Other Ideas

Are you interested in providing support to Community Link with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with Community Link? Sponsorship proposals can be customized to meet your business needs by contacting:

Lara Gay  
Associate Director – Community Link  
[LaraGay@Community-Link.org](mailto:LaraGay@Community-Link.org)  
(817) 847-4554



# MEDIA REACH

Community Link provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a sponsorship.

**Note:** The data in this section reflects 2015 usage

- Website – [www.Community-Link.org](http://www.Community-Link.org)
  - 176,238 Page views
  - 817,432 Hits
  - 60% New Visitor
  - 40% Returning Visitor
  - Average session duration 1:28
- Social Media – Facebook
  - [Community Link Facebook](#): 2,700+ fans
- E-Newsletters
  - 1,500+ subscribers
- Print Advertising
  - Event flyers
  - Pantry needs flyers
  - Impact reports
- Online Advertising
  - [www.Community-Link.org](http://www.Community-Link.org)
- Flyers
  - 1,000 distributed locally and throughout NW Tarrant County
- Event Signage
  - Banners

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Lara Gay, Associate Director, at [LaraGay@Community-Link.org](mailto:LaraGay@Community-Link.org). Please don't hesitate to contact us with any questions (817) 847-4554.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_\_ \$15,000 Platinum Sponsor

\_\_\_\_ \$10,000 Gold Sponsor

\_\_\_\_ \$5,000 Silver Sponsor



THANK YOU FOR SUPPORTING  
COMMUNITY LINK AND YOUR  
NEIGHBORS IN NEED!

Once we receive your completed sponsorship form, CL staff will contact you to discuss event arrangements and sponsorship benefits.

## PAYMENT INFORMATION:

\_\_\_\_ Please send me an invoice

\_\_\_\_ I have enclosed a check made payable to Community Link

\_\_\_\_ Please charge my credit card

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [LaraGay@Community-Link.org](mailto:LaraGay@Community-Link.org)

Card Type: Visa / MC / AmEx / Discover

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\$

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

# Thank You

## 2014-2015 Sponsors

7-11 - Boat Club Rd.  
Albertsons - Saginaw  
ALDI - Saginaw  
Alliance Employee Love Fund  
Amazon Fulfillment  
Anchor Fabrication  
Ardent Mills  
Arizola's Mexican Restaurant  
B & B Foundation  
Ballard Family Dentistry  
Bank of America  
Bess the Book Bus  
BNSF Railway  
Boy Scouts  
CE-DFW Warehouse Solutions  
Chick-Fil-A - Lake Worth  
Children's Lighthouse Learning Center - Saginaw  
Chisolm Ridge Pet Hospital  
Church of Jesus Christ LDS  
City of Saginaw  
Clinicas Mi Doctor  
Cross Timbers Community Church  
Crown of Life Lutheran Church  
CTI Foods - Saginaw  
Disciple Tree Church  
Eagle Mountain Saginaw PTA  
Eagle Mountain Saginaw Rotary  
Eagle Mountain Church of Christ  
Eagles View Church  
Effie Center  
El Paseo Mexican Restaurants  
EMS-ISD (all schools and departments)  
Endless Discoveries Child Development Center  
Epic Pediatric Therapy  
Essilor Vision Foundation  
ExxonMobile Foundation  
Fellowship Baptist Church  
First Baptist Church Saginaw  
Friendship Missionary Baptist Church  
Fresherized Foods - Wholly Guacamole  
Gary Patterson Foundation  
Girl Scouts  
Goldman Sachs  
Goldstar Transit EMS-ISD  
Harvest International Church  
HealthSource of Saginaw  
Healthy Smiles 4 Kids - Dr. John Gober  
Heartsong Fellowship Church  
HKS Architects  
Home Depot  
J & B Mechanical

J.D. Johnson County Commissioner  
Journey Church  
Kona Ice Northwest DFW  
Lake Country Christian School  
Lakeview Fellowship  
Lighthouse Fellowship  
Lions International  
Literacy Connexus  
Marine Creek Church  
Mind Above Matter  
Northgate Chiropractic  
Northgate Church  
Orange Leaf - Lake Worth  
Panera Bread - Lake Worth  
Primrose School at Eagle Ranch  
R. K. Allen Wholesale Foods  
Rent-A-Center  
Rodeo Dental  
Saginaw Chamber of Commerce  
Saginaw Church of Christ  
Saginaw Citizens Police Academy  
Saginaw Community Emergency Response Team  
Saginaw Fire Department  
Saginaw Kiwanis  
Saginaw Police Department  
Saginaw Senior Center  
Saginaw United Methodist  
Samaritans Feet  
Savanna's Snow Cones  
Shoppa's Material Handling  
Southwest Bank  
St. Anne's Church  
Star Bank of Texas - Lake Worth  
Starbuck's - Saginaw  
State Farm - Linda Allen  
Taking It To Da Streets Ministries  
Target - Lake Worth  
Tarrant Area Food Bank  
The Golf Club at the Resort  
The Graphix Store  
The Resort Women's Social Club  
Trinity Baptist Temple  
Trinity Tank Car  
USMD/MCNT- Saginaw  
Valerie's Kid Kare  
Ventura Foods, LLC  
Vision City - Lake Worth  
Waldrop Chiropractic  
Wellcare  
Whataburger  
Whitworth Engineering