

Sponsorship

2015
Proposal



MY HERO AND ME

Benefiting St. PJ's Children's Home

Sponsorship Proposal



The mission of St. PJ's Children's Home is to serve the needs of children and families by providing a safe, nurturing community to heal body, mind and spirit, shape successful adults, and break the cycle of abuse and neglect.

919 Mission Rd, San Antonio, TX 78210 (210) 533-1203 www.stpjhome.org



Ideally, a boy's first hero should be his father. Fathers are often the role models for showing boys how to grow into well-rounded, successful men. Yet, sometimes, the father-son relationship is overlooked as many events focus on father-daughter or mother-son bonding.

St. PJ's is excited to announce a new signature Father/Son event that will strengthen the bonds between fathers and sons while teaching them empathy and philanthropy in our community. Join us on **Sunday, June 14th from 2 – 5 pm at Leon Springs Dance Hall** for great food, fun activities and entertainment geared towards male bonding.

We would be grateful if you could support our signature event. Over 300 men and their sons are expected to attend and shine as heroes for the day.

Your generous sponsorship allows us to help heal the body, mind and spirit of over 1,500 children each year. By building strong familial bonds at events such as **My Hero and Me**, St. PJ's mission to break the cycle of abuse and neglect can be fulfilled.

"St. PJ's is more like a family to me. We didn't have parents, but we had staff to help us be successful. I knew I was never alone. I'm so thankful for everything."

—Serena, 18

"St. PJ's is like a love too big"

- Sylvia 9

A home means a place where there is always love, understanding and support. My first home has been St PJs, where I learn respect. Sometimes I walk around sad and sometimes I am only smiling, so the wounds of the past don't scar me. — Julio 12



About St. PJ's Children's Home

St. Peter-St. Joseph Children's Home, affectionately referred to as St. PJ's, has been helping children and their families for more than a century. Originally founded as an orphanage by the Sisters of Charity of the Incarnate Word in 1874, today St. PJ's is home to children who have suffered maltreatment. St. PJ's continues as an independently governed 501(c) 3 non-profit agency.

ABOUT OUR SERVICES

Emergency Shelter: St. PJ's is licensed for short-term emergency shelter for 50 domestic children and youth from birth to 17 years; and 82 international children and youth from birth to 17 who are victims of abuse, neglect and human and sex trafficking.

Foster Family/Adoption Placement Service: St. PJ's is licensed to place eligible children in foster families and adoptive families.

International Foster Care Program: St. PJ's has an International Foster Care Program (IFC) that serves minors from Central America and Mexico, ranging in age from birth to 17 years old.

14 Day Model of Healing: Our clinical staff provides therapy based on a comprehensive trauma-informed assessment process for our residents placed due to child abuse and neglect. The assessment results guide the individualized service planning for each resident, allowing clinical and care staff to address the specific needs of each child. Our counseling center is also open to the public and works with kinship families caring for children.

Project SOS: St. PJ's seeks to further expand its programming to support these young adults through our newly created system of support—Project SOS. Within this program, we propose to create an affordable housing complex of up to 130 units to support transitioning from foster care and other low income, vulnerable or at-risk populations. The Saints Center and Lofts would also house a resource center to provide training to former foster care youth in all aspects of life including life skills, budgeting, cooking, maintaining a residence, job skills and academic support services, mentoring services, and career coaching.



SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across the My Hero and Me event and will put your company's name, logo and link in front of more than 300 participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 300 participants and fathers
- 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 the wellbeing of children living at St PJ's Children's Home.

	Avenger	Crusader	Defender	Guardian	Vendor
Value	\$5,000	\$3,000	\$2,000	\$1,000	\$1,000
Sponsorships Available	1	5	10	Unlimited	10
Recognition as title sponsor (My Hero and Me presented by [your company]) in all HERO communications and materials	✓				
Plaque for recognition	✓				
Opportunity to sponsor a cash prize	✓	✓			
Name and logo placement:					
Event Swag Bags	Logo	Logo	Logo		
Mailings	Logo	Logo	Logo	Name	
Signage on premium activities	4	2	1		
Signage on activities				1	
HERO branded products	Logo	Logo			
Promotion:					
Event website with link	Logo	Logo	Logo	Name	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓		
Mention in radio interviews	✓				
Recognition in e-newsletters	✓	✓	✓	✓	✓
Event Day Benefits:					
Ability to place items in the participant's swag bags	Unlimited	Unlimited	1 Item	1 Item	
Opportunity to have representation at the events	Tent	Tent	Table		Table
Banner placement at event	Premier	Premier	Preferred	Preferred	

	Avenger	Crusader	Defender	Guardian	Vendor
Announcements on event day throughout all activities	5 Mentions	3 Mentions	2 Mentions	1 Mention	1 Mention
Option to provide awards for winners of League of HERO competition	✓	✓	✓	✓	
Entrance tickets HERO event	20	10	8	6	6
VIP Fast Passes to all activities at Hero event. No waiting in line! (not available for purchase)	20	10	4	2	
Year Long Benefits:					
Ability to have members on the planning committee	✓	✓			
Invitation to annual sponsor appreciation event	✓	✓	✓	✓	

Other Sponsorship Opportunities

*** 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 DThieme@stpjhome.org. Some in-kind items received in the past include: Sports drinks, Food, Gift cards, Product and Goody Bags.

*** Other Ideas**

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

Denise Thieme
 Special Event Manager - St PJ's Children's Home
DThieme@stpjhome.org
 (970) 846-6268

MEDIA REACH

St PJ’s Children’s Home 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 series sponsorship.

Note: The data in this section reflects 3/27/15 – 4/26/15 usage

- Website – www.stpjhome.org
 - 8,716 Page views
 - 3,341 Users
 - 61% New Visitor
 - 39% Returning Visitor
 - Average page view duration 1:06
 - Top 5 geographical locations of website visitors
 - San Antonio, TX – 49%
 - Houston, TX – 14%
 - Austin, TX – 5%
- Social Media –
 - Facebook <https://www.facebook.com/stpjhome> 2,227 fans as of 4/26
 - Facebook <https://www.facebook.com/BeAHeroforPJs> 62 fans as of 4/26
 - Twitter <https://twitter.com/stpjhome> 651 Followers as of 4/26
 - Instagram <https://instagram.com/stpjhome/> 120 fans as of 4/26
- E-Newsletters
 - Email list: 3,219
 - Email Open Rate: 22%
- Print Advertising
 - La Prensa
 - Today’s Catholic
 - Express News
 - Our Kids
- Online Advertising
 - www.rivardreport.com
 - <http://alamocity.citymomsblog.com/>
- Radio Advertising
 - From 3/30/15 to 4/12/15 WOAI, KQXT digital radio and PSA’s over several stations
- Posters
 - 100 distributed locally and throughout San Antonio
- Flyers
 - 2,000 distributed locally and throughout San Antonio
- St PJ’s Signage
 - Street Banner – Foster Care
 - Billboard – Rotates around town

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Denise Thieme, Special Events Manager, at DThieme@stpjhome.org Please don't hesitate to contact us with any questions (210) 533-1203 ext. 202.

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:

\$5,000 Avenger Sponsor

\$3,000 Crusader Sponsor

\$2,000 Defender Sponsor

\$1,000 Guardian Sponsor



THANK YOU FOR SUPPORTING THE CHILDREN OF OUR COMMUNITY!

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

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to DThieme@stpjhome.org

PAYMENT INFORMATION:

Please send me an invoice

I have enclosed a check made payable to St. PJ's Children's Home

Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

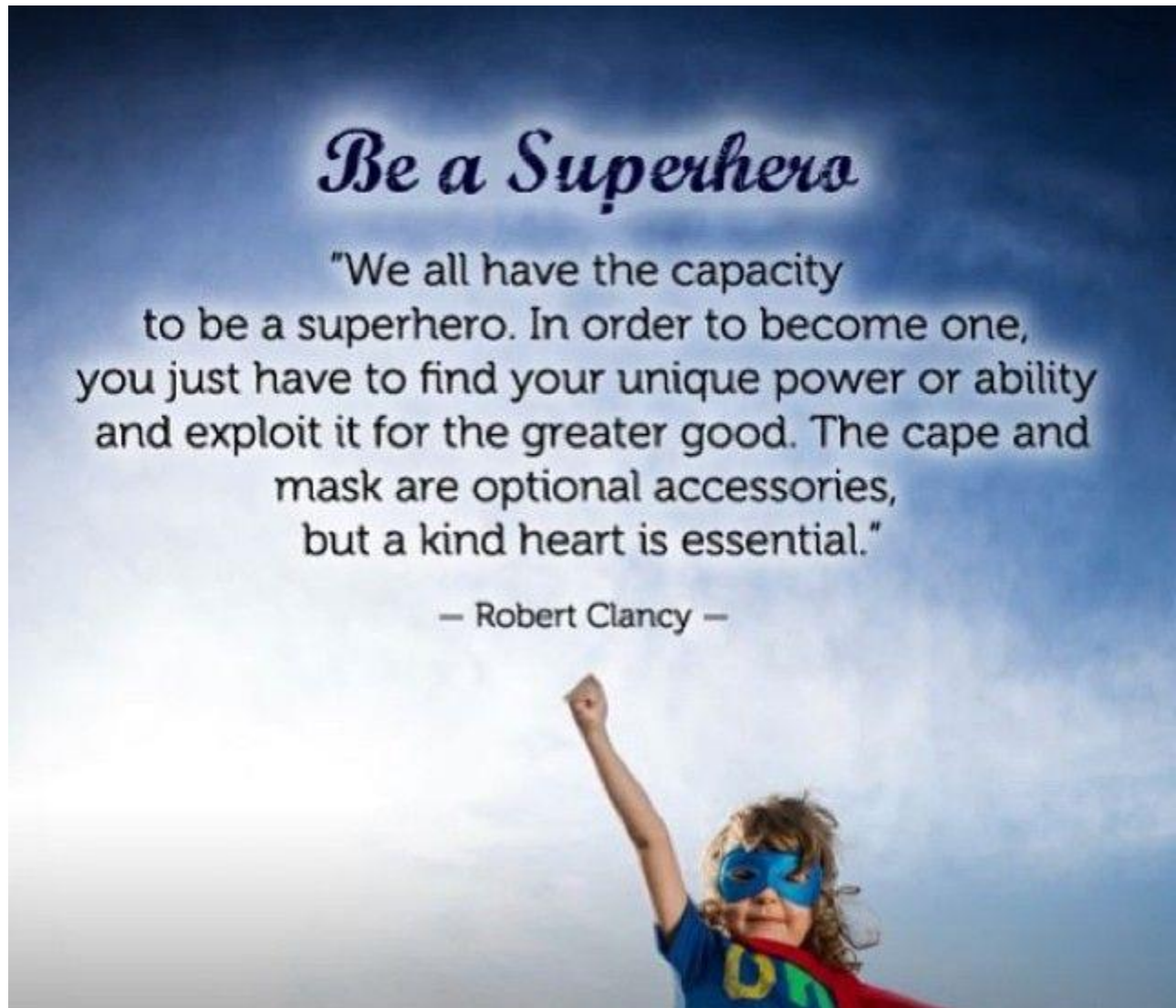
Card Number

Expiration Date

Security Code

\$ _____	_____	_____
Total Sponsorship Commitment	Authorized Sponsor Signature	Date

Thank You.



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