

Hope Chest

For Breast Cancer

2024 SPONSORSHIP BOOKLET

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Hope Chest was founded under the idea that no one should go through cancer alone. **Our mission** is to provide the quickest access to help the most urgent daily needs of Minnesota breast cancer patients and their families, including housing, transportation, utilities, food, and childcare. Hope Chest for Breast Cancer Foundation offers ways to get involved either by sponsoring an event, hosting and giving back through cause marketing campaigns, donating to the Foundation, volunteering, or providing in-kind goods and services. This Sponsorship Booklet gives you or your company ways to select opportunities that best fit your marketing or business plans.

RUNWAY FOR HOPE

WINE & DINE FOR HOPE

CAUSE MARKETING CAMPAIGNS

Laura Roehl, Director of Development & Partnerships
952-300-1734 or lroehl@hopechest.com

Hope Chest for Breast Cancer Foundation
3850 Shoreline Drive South, Wayzata MN 55391

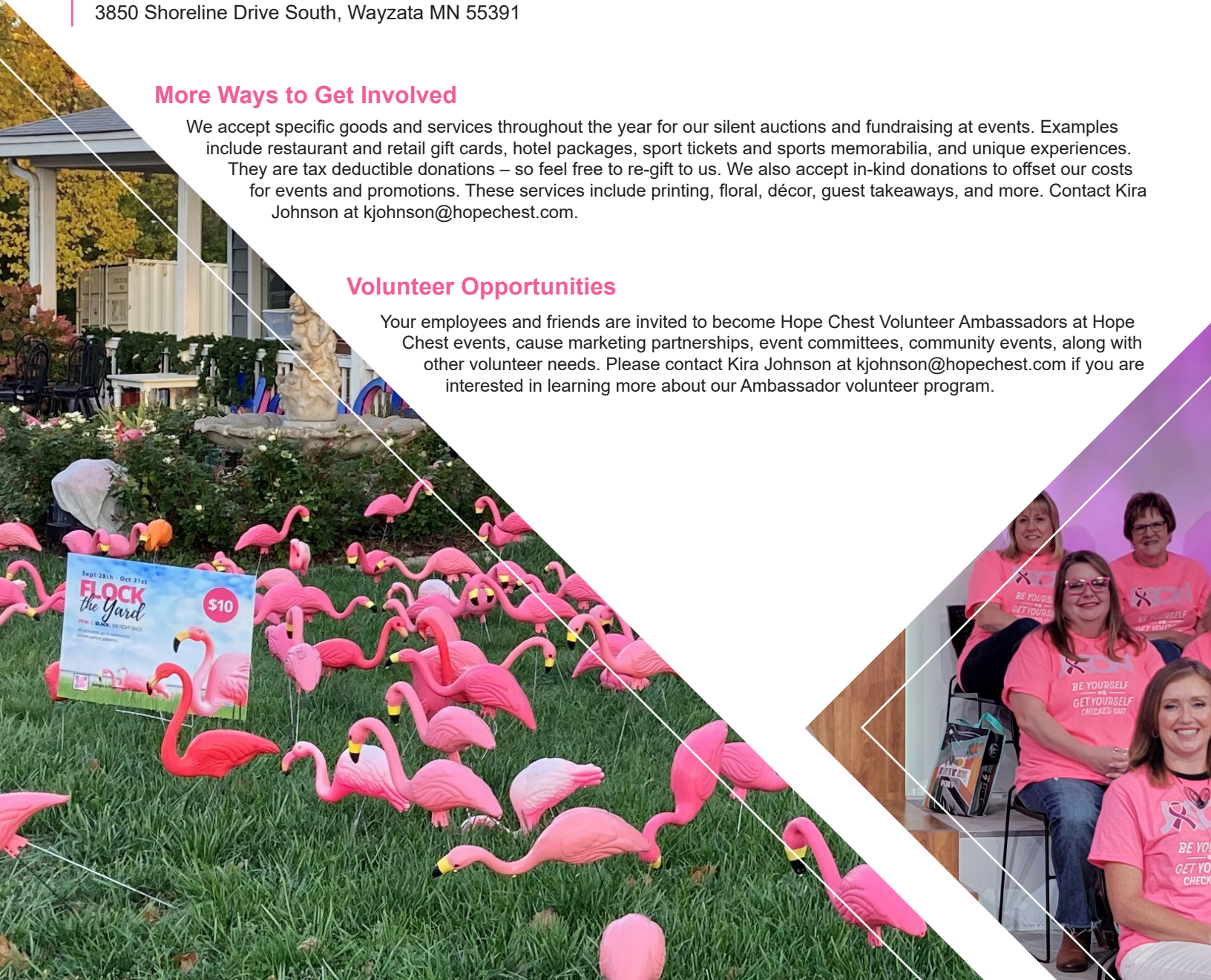
More Ways to Get Involved

We accept specific goods and services throughout the year for our silent auctions and fundraising at events. Examples include restaurant and retail gift cards, hotel packages, sport tickets and sports memorabilia, and unique experiences.

They are tax deductible donations – so feel free to re-gift to us. We also accept in-kind donations to offset our costs for events and promotions. These services include printing, floral, décor, guest takeaways, and more. Contact Kira Johnson at kjohnson@hopechest.com.

Volunteer Opportunities

Your employees and friends are invited to become Hope Chest Volunteer Ambassadors at Hope Chest events, cause marketing partnerships, event committees, community events, along with other volunteer needs. Please contact Kira Johnson at kjohnson@hopechest.com if you are interested in learning more about our Ambassador volunteer program.



Runway for Hope

April 20, 2024

The Westin Edina Galleria

Join us for a day of fashion! The activities include a fashion show featuring looks showcasing today's trends. While models walk the runway, enjoy sparkling wine and a light brunch, enter to win great raffle items, as we raise funds to support breast cancer patients. Post-program, enjoy in-store shopping special deals and dining experiences at the Galleria.



RUNWAY FOR HOPE SPONSORSHIP OPPORTUNITIES

	Presenting	Reception	Gold	Specialty Beverages, Registration, Decor	Silver	Bronze
Sponsor Benefits	\$5,000	\$3,000	\$2,500	\$1,500	\$1,000	\$500
Event speaker opportunity	x					
Sponsor table at event	x					
Promotional inclusion - radio, digital, and print impressions	x					
Dominate logo presence	x					
"Presenting" sign at registration	x					
eNewsletter company profile feature (8,500+ contacts)	x	x				
Online auction website: logo inclusion	x	x				
Opportunity to put promotional item in gift bag	x	x				
Hope Chest home page website: logo inclusion - 6 months	x	x	x			
Event podium recognition	x	x	x	x	x	x
Sign with logo at specialty area	x	x		x		
Preferred Event Seating	10	8	6	4	4	2
Event Save the Date and Event Invitation	x	x	x	x		
eNewsletter event promotion and thank you post (8,500+ contacts)	x	x	x	x		
Social Media event promotion and thank you post	x	x	x	x		
Hope Chest event page	x	x	x	x		
Event signage	x	x	x	x		
Event program	x	x	x	x		
Event PowerPoint presentation	x	x	x	x		
Attendee thank you email	x	x	x	x		
Event ticketing website	x	x	x	x	x	x
Event Save the Date and Event Invitation					x	x
eNewsletter event promotion and thank you post (8,600+ contacts)					x	x
Social Media event promotion and thank you post					x	x
Hope Chest event page					x	x
Event signage					x	x
Event program					x	x
Attendee thank you email					x	x

COMPANY LOGO INCLUSION

COMPANY NAME INCLUSION

Contact Laura Roehl, Director of Development & Partnerships at (952) 300-1734 or lroehl@hopechest.com

Wine & Dine for Hope

November 6, 2024, 5:00 - 8:00PM

The Hutton House, Medicine Lake

Attendees: 200

This multi-course seated dinner and wine pairing has quickly become a favorite for donors, board member, partners, and their guests. This intimate evening includes a live auction, raffle, program, special speakers, and a Bid For Hope. Your sponsorship will raise your brand awareness, create positive press, and build stronger relationships with people in your community. Monies raised provide the quickest access to help the most urgent daily needs of Minnesota breast cancer patients and their families.



WINE & DINE FOR HOPE SPONSORSHIP OPPORTUNITIES

	Presenting	Co-Presenting	Reception	Gold	Specialty (Registration, Photo, and Decor)	Silver	Bronze	Event
Sponsor Benefits	\$7,500	\$5,000	\$3,500	\$2,500	\$2,000	\$1,500	\$1,000	\$500
Event speaker opportunity	x							
Include a 15-second video on opening screen	x							
Sponsor table at reception area of event	x							
"Presented by" sponsor sign at front entrance	x							
Opportunity to place a promotional item on tables	x							
Top ad in eNewsletter - can select month	x							
Promotional inclusion - radio, digital, & print impressions	x	x						
Dominant logo presence	x	x						
eNewsletter company profile feature (8,600+ Contacts)	x	x	x					
Online auction website: logo inclusion	x	x	x					
Hope Chest home page website: logo inclusion 6 continuous months	x	x	x	x				
Event podium recognition	x	x	x	x	x	x	x	x
Attendee photo takeaway - logo inclusion					x			
Sponsor sign at specific area			x		x			
Event Tickets	2 Tables of 8	Table of 8	Table of 8	6 Tickets	6 Tickets	4 Tickets	2 Tickets	2 Tickets
Event Save the Date and event invitation	x	x	x	x	x	x		
Top ad in eNewsletter – can select month	x	x	x	x	x	x		
Social Media event promotion and thank you post	x	x	x	x	x	x		
Hope Chest event page	x	x	x	x	x	x		
Event signage	x	x	x	x	x	x		
Event Program	x	x	x	x	x	x		
Online auction website	x	x	x	x	x	x		
Attendee thank you email	x	x	x	x	x	x		
Event ticketing website	x	x	x	x	x	x	x	x
Event Save the Date and Event Invitation							x	x
eNewsletter event promotion and thank you (8,500+ contacts)							x	x
Social Media event promotion and thank you post							x	x
Hope Chest event page inclusion							x	x
Event signage							x	x
Event Program							x	x
Online auction website							x	x
Attendee thank you email							x	x

COMPANY LOGO INCLUSION

COMPANY NAME INCLUSION

You are invited to provide auction items (value over \$100) or bottles of wine or spirits.

Contact Laura Roehl, Director of Development & Partnerships at (952) 300-1734 or lroehl@hopechest.com

Cause Marketing Campaigns

Businesses can create a cause marketing campaign for a common benefit – boost your corporate social responsibility while supporting a wonderful cause, the Hope Chest for Breast Cancer Foundation. Hosting an event that benefits Hope Chest is a great way to gather up friends and colleagues to give back to your Minnesota community. Organizations have done 5K races, themed events, sold specially designed t-shirts, gave back proceeds from services and food/beverages, set up a silent auction promotion, sold raffle tickets, and so much more. Here are examples of businesses that gave back in 2023.

Plus, so many more!

- Minnesota Motorcycle Club Coalition
- Shoulak Breastfest Music Festival
- Delta Air Lines fundraiser
- Sip & Shop at J. McLaughlin – Wayzata
- MINNOCO: Fueling the Fight Against Breast Cancer
- Project Pink at Charlie's on Prior
- Target Cancer at Bill's Gun Shop & Range
- Oil Change for Hope at Inver Grove Ford Lincoln
- Police Federation Pink Patch Project
- St. Paul Police Department Pink Patch & Button program
- Kowalski's Excelsior Market
- Back Channel Brewing – Pink Drink Promotion
- Excelsior American Legion "Fillies Bags" Ladies Day event
- Gustavus' Delta Phi Omega Sorority Fundraiser
- GLOW Holiday Festival - \$1 per ticket
- Crew Carwash Wayzata – Free Wash
- "Spavia Cares" month
- Hope Night Out
- Shop for Hope at Amore & Fede
- Silly Beaver Comedy Show
- Tending for a Cause
- Breast Cancer Mega Teas
- Scentsy for Hope Party
- Fuel Minnesota with Hope
- Minnesota Twins Game of Hope
- Otten Brothers GIVE & GROW

Request a Cause Marketing Kit

Request a kit that includes Hope Chest brochures, promotional materials, social media templates, modifiable posters, event ideas, and more! Contact Robin Chambers at rchambers@hopechest.com to receive a kit.



The Jason Show
T-shirt Sale and Show Exposure



Burgers for Boobs at Northern Tap
Plymouth & Lakeville



Beckman Coulter
5K Run



Shoppes at Arbor Lakes
Girl's Night Out



Menasha Packaging in Lakeville:
T-shirts for a Cause



Flamingo Party at Back
Channel Brewing Co.



New Brighton Eagles
Year-long Fundraiser



Flock the Yard
Purchase \$10 Flamingo