



SPONSORSHIP OPPORTUNITIES

Volunteers of America Delaware Valley's Adopt A Family program gives hope to children and families in need across the southern New Jersey and Philadelphia region during the holiday season. The program matches donors to families in need-providing holiday gifts for each child in the family, as well as a special holiday meal for the family to enjoy.

Since its inception, more than **6,000** local families have benefitted from the Adopt A Family program.

SANTA'S HELPER SPONSORS* \$7,000

(3 available)

- All gifts purchased directly by VOADV for families that go unadopted will be labeled, "From, Company Name/Logo"
- Company name or logo displayed on banner at multiple drop off & pick up site locations
- *Includes all benefits of the Jingle Bell Advertising Sponsors and below*

SANTA'S BAG SPONSORS* \$5,000

- Company name or logo on all bags used to carry gifts to families
- Company name or logo displayed on table signage at multiple drop off & pick up site locations
- *Includes all benefits of the Jingle Bell Advertising Sponsors and below*

ELVES GIFT CARD SPONSORS - for when Santa can't make every gift* \$4,000

- Company name or logo on all Gift Cards given to families
- Company name or logo displayed on table signage at multiple drop off & pick up site locations
- *Includes all benefits of the Jingle Bell Advertising Sponsors and below*

ELVES PACKING TAPE SPONSORS* \$2,000

- Company name or logo on all packing tape used to label/secure each gift being given out to families
- *Includes all benefits of the Jingle Bell Advertising Sponsors and below*

JINGLE BELL ADVERTISING SPONSORS** \$1,500

- Company name or logo displayed as paid partnership advertising for all AAF Facebook Ads
(expected social media reach of 20,000 individual hits)

HOLIDAY CHEER SPONSORS ** \$1,000

- Company name or logo displayed on premier handouts given to donors & recipients at multiple site locations

SNOWMAN SPONSORS** \$500

- Company name or logo receives recognition on VOADV social media platforms
(an expected social media reach of 2,000 individual hits)

All Sponsors will have their company name or logo listed as an Event Sponsor on the Adopt a Family website and receive recognition on VOADV social media platforms.

Please contact aaf@voadv.org or (856) 854-4660 with any questions. Sponsorship opportunities subject to change.
*Logo must be provided by October 26, 2020 as a PDF or .eps file in color.
*Logo must be provided by November 13, 2020 as a PDF or .eps file, in color and white with transparent background.