

Sponsorship Opportunities with Pathlights

Aging is a shared journey - one that does not have to be made alone and is experienced by all of us every day, not just by older adults. For over 45 years, Pathlights has been helping guide individuals down the path to safety and independence as they age. We serve more than 16,000 individuals in the 20 communities we service each year, and that number is growing. As the number of Americans over age 60 continues to grow so do the needs for our services. Your support is needed now more than ever so we can continue to assist ALL in need.

Through your sponsorship, you reach a targeted, local audience, building brand awareness and highlighting your corporate responsibility. Fostering good will with our donor base, clients, and community, your sponsorship generates a dual benefit of creating strategically integrated benefits to create visibility and a tax-deductible contribution for your support of Pathlights.

When a company supports a social or environmental issue, 87% of consumers say they would be more likely to trust the company, 88% are more likely to be loyal to the company, and 92% have a more positive image of the company.

Sponsorship Benefits	Supporter \$2,500	Advocate \$5,000	Partner \$7,500	Leader \$10,000	Visionary \$25,000
Support an organization providing dignity, independence, and self-worth	x	x	x	x	x
Social media recognition on Facebook and/or LinkedIn (1,300+ Followers)	x	x	x	x	x
Name in Pathlights annual report	x	x	x	x	x
Employee info day (Pathlights presents to your employees)	x	x	x	x	x
Ad in Older Americans Month publication (distribution of 25,000+)	Logo only	1/4 page	1/2 page	Full page	Back cover
Logo on Pathlights website	x	x	x	x	x
Exclusive sponsorship of educational/programmatic event(s)	1	1	2	2	3
Tickets to Lunch & Learn event(s)		2	4	6	10
Voluntary Ambassador position		x	x	x	x
Logo in quarterly newsletter (shared with 2,665 constituents)		x	x	x	x
Signage at all events we attend			x	x	x
Day of Service for your employees			x	x	x
Pathlights messenger bag			x	x	x
Sponsor highlight in newsletter				x	x
Verbal recognition at all Pathlights events				x	x
Event Partner - lead sponsor at signature event. Your organization name/logo will be included in all promotional materials.					x
Presentation to Pathlights staff					x

Additional Opportunities

We understand that an annual sponsorship may not be for everyone. Below are a few additional ways you can support Pathlights throughout the year without an annual commitment. We can work with you to customize a sponsorship program of your own.

Individual Educational Programs Sponsorship	Sponsors logo will be included in all promotion and displayed at the event. A small sponsor bio will be read at sponsor has the option to staff an info table in the back of the room. Attendance averages at 25 individuals/event.	\$500
Lunch & Learn Sponsorship	These are ticketed events targeted to professionals in the aging industry and any of our partner organizations. Sponsors logo will be included in all promotion and displayed at the event. A small sponsor bio will be read and sponsor has the option to staff an info table in the back of the room. Attendance expected at 50+.	\$1,000
Older Americans Month Publication	The publication is distributed to 20,000 residences in the Southwest Suburbs via an insert in the Chicago Tribune. Pathlights circulates approximately 5,000+ through local channels. 4 ad sizes available.	See Alison
Fundraising Match	84% of donors are more likely to donate if their gifts are eligible to be matched and mentioning matching in fundraising appeals results in 71% more donations and 51% higher donation amounts. Inspire others to give by providing a match to their donation.	See Alison

What our partners are saying

"We have seen firsthand how Pathlights helps. The organization is responsive, well respected among providers and doing great things to help older adults for all the right reasons. We have proudly sponsored some of their initiatives and so appreciate how they honor older adults within and outside of their organization."

- Always Best Care Chicagoland

"Lemont Township has been a proud supporter of Pathlights (formerly known as PLOWS) for many years. I have worked cooperatively with Pathlights staff to advocate for and assist those in our service area. I can't say enough about the wonderful staff there whom I've often communicated with throughout my 13+ years at the Lemont Township. They have been some of the most caring and helpful people that I've ever met."

- Lemont Township

Sponsorship Commitment Form

Sponsor Information

Organization Name:	
Contact Name:	
Contact Title:	
Contact Email:	
Organization Address:	
City, State, Zip:	
Phone:	

Sponsorship Level:

Visionary - \$25,000
 Leader - \$10,000
 Partner - \$7,500

Advocate - \$5,000
 Supporter - \$2,500
 Lunch and Learn - \$1,000

Educational Program - \$500
 Other Amount: _____

Payment:

Enclosed is a check made payable to Pathlights

I paid online at <http://weblink.donorperfect.com/PathlightsSponsorship>

Mail me an invoice

Please charge my card (Select one): Visa MasterCard Discover

Card Number:		Amount:	
Name on Card:		Expiration date:	
Signature:		Security code:	

Commitment Signature: _____ Date: _____

Completed commitment forms can be emailed to Alison Parker, aparker@pathlights.org, or mailed to the below address. Upon receipt of your commitment, we will reach out to confirm your sponsorship and provide you with any additional details of your sponsorship.

Mail checks and completed forms to:

Pathlights
 Sponsorships
 7808 W. College Dr., 5th Floor
 Palos Heights, IL 60463

To learn more about partnering with Pathlights, contact Alison Parker, Manager of Resource Development, at aparker@pathlights.org or call 312-890-8416.