



# Sponsorship Packet



# Sponsorships Make a Difference

Every year, Maine Children's Home (MCH) offers sponsorships that provide valuable marketing benefits to companies and organizations that share our commitment to uplift children and families throughout communities all over Maine.

While offering marketing benefits to you, sponsorships help cover the costs for MCH programs, initiatives, and events, ensuring that MCH's other financial supports go directly to fulfilling our mission – **to build and strengthen families** – through our core programs.

Every sponsorship ultimately makes a difference for each child and family served by MCH.



# Organization and Program Sponsorships

You can become an **Organization Sponsor** or a **Program Sponsor**:

- **Organization Sponsors** provide funds to help thousands of MCH clients (children, teens, adults, and families) and other community members. MCH offers two types of organization sponsorships, which are
  - **MCH News Sponsors** provide funds to reach program clients, donors, and community members through mailed and digital newsletters, impact stories, and important family resources.
  - **Media Sponsors** support MCH's advertising/media outreach to public media sources (radio, newspaper, television, and social media).
- **Program Sponsors** provide funds to help with the logistics and resource costs of MCH programs and ultimately provide our clients with items, services, and education. MCH provides four programs for sponsorship:
  - **Christmas/Winter Essentials Program** provides new winter items, holiday gifts, and assistance to thousands of children, hundreds of teens, and more than 500 families facing financial hardship throughout Maine.
  - **Journey Program** provides education, mentorship, and support for young expectant mothers and fathers as well as young parents ages 14 to 24.
  - **Family Adoption Program** offers counseling to expectant parents considering adoption and lifetime supportive services to families, children, and birthparents completing adoption.
  - **Family Counseling Program** is a state-licensed outpatient mental health program that provides counseling to thousands of individual children, teens, adults, couples, and families as well as targeted case management.

Each program offers additional levels of sponsor recognition. For more information, please contact our Charitable Giving Manager (207-873-4253 opt. 5; [giving@mainechildrenshome.org](mailto:giving@mainechildrenshome.org)).

# Sponsorship Levels & Benefits

Benefits	Levels					
	Platinum* - \$7,500 to \$10K	Diamond - \$5,000 to \$7,499	Gold - \$2,500 to \$4,999	Silver - \$1,500 to \$2,499	Bronze - \$1,000 to \$1,499	Partner - \$400 to \$999
Placement of your logo (or company name) with sponsor type on printed and promotional materials	Exclusive Logo Placement	Prominent Logo Placement	Logo Placement	Logo Placement	Company Name Listing	Company Name Listing
Placement of your name/logo with sponsor type on related printed materials	●	●	●	●	●	●
Placement of your name/logo with sponsor type on MCH website page(s) with hyperlink	●	●	●	●	●	
Placement of your name/logo with sponsor type on MCH social media post with link to your organization's social media page	●	●	●	●	●	
Recognition of your organization with sponsor type on up to five MCH social media posts	●	●	●	●		
Placement of your name/logo with sponsor type on email promotion	●	●	●			
Placement of your name/logo with sponsor type in advertising	●	●				
Placement of your name/logo with sponsor type in Annual Meeting video (which may appear on our website and marketing)	●					
Welcome at Podium	Welcome and invitation to speak**	Greeting from podium	Greeting from podium	Greeting from podium		
Reserved invitation(s) to MCH Events	Eight (8)	Six (6)	Four (4)	Two (2)	One (1)	
Year End Sponsor Report detailing where and how your brand was recognized	●	●	●			

\* One Platinum Level Sponsor each year per organization or program type, which provides first refusal of level sponsorship for the following year

\*\* We will ask for your permission to say a few words during event planning

Questions? Contact the Charitable Giving Manager (207-873-4253; giving@mainechildrenshome.org).

# Event Sponsorships

Every year, MCH offers multiple events to celebrate our clients, our community, and the many who believe in MCH's work and mission.

*Event Sponsorships* run for one year and may be pledged for up to three years.

*In-kind Sponsorships* (catering, beverages, venue, etc.) are always welcome: please contact our Charitable Giving Manager (207-873-4253 opt. 5).

Events:

- **MCH Annual Meeting and Celebration** (held in the spring) - Our Board of Directors, sponsors, partners, donors, volunteers, and staff gather for a breakfast to celebrate MCH accomplishments and plans for the future, with presentations from our Executive Director, top-level sponsors, and program participants. *Expected attendance is between 100 and 200 guests with a large invitation list.*
- **Summer Community Event** - a public event held on the MCH campus that showcases our many services to the community and provides information about local/statewide resources that highlight aspects of well-being. *Expected attendance is between 100 and 200 guests with a broad community reach.*
- **Fall Donor Appreciation Event** - an invitation-only event to thank and honor MCH's generous community who give, featuring the opportunity to mingle with MCH leaders, staff, and donors. *Expected attendance is between 100 to 200 guests with a large invitation list.*



Maine Children's Home (MCH) is a 501(c)(3) organization that offers programs for building and strengthening families and their children, instilling hope for the future and a better quality of life. Founded in 1899, the Waterville-based organization has evolved with the changing needs of families and children, expanding its reach to serve communities across every corner of Maine through the following programs and services:

### **Christmas/Winter Essentials Program**

*Sharing joy and warmth with children and families*

### **MCH FAMILY CENTER:**

#### **Family Adoption Program**

*Providing a lifetime of services for birth parents and adoptive families*

#### **Family Counseling Program**

*Guiding toward hope, healing, and wholeness, offering targeted case management for children and mental health services for families and individuals of all ages*

#### **Journey Program**

*Supporting young parents on their path to self-worth and positive parenting*

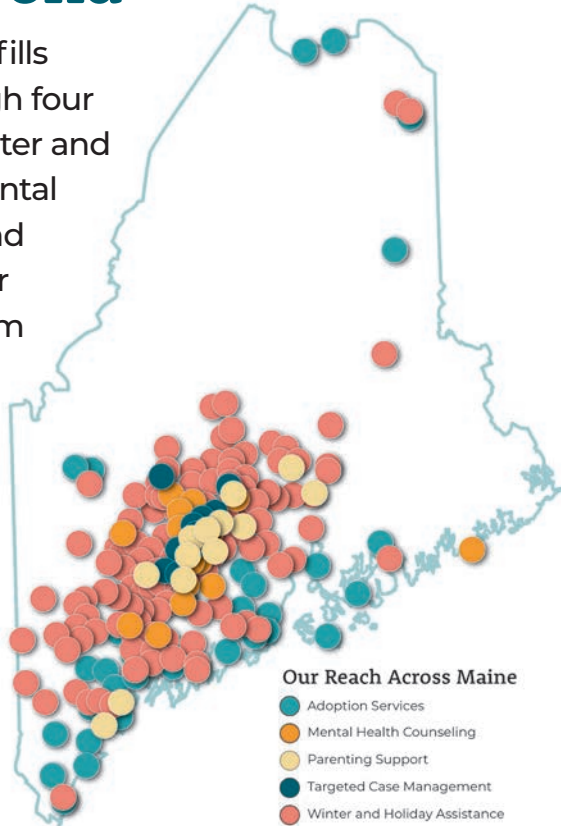
**[MaineChildrensHome.org](http://MaineChildrensHome.org)**



Former Journey Program participant Allison (top right) poses with her family. “The stability and support provided by Maine Children’s Home were crucial, especially as a young mother and someone who didn’t always have steady places to be. It was so reassuring to always have the program there,” Allison said recently about her time in the young parent program at MCH.

# Our Reach in Maine... and Beyond

With help from sponsors, donors, and volunteers, MCH fulfills our mission to build and strengthen Maine families through four core programs that provide essential items during the winter and holiday months, young parent education and support, mental health services, and adoption services. These programs and services help thousands of children and families every year across Maine, and our Hague-accredited Adoption Program assists parents throughout the United States.



# Our Audience

Average Monthly Website Views .....	63,574
Email Subscribers .....	4,601
Newsletter Subscribers.....	5,241
Social Media Followers.....	7,009