



## THRIVE DC'S CUPS *of* KINDNESS

### WHAT IS CUPS OF KINDNESS?

Cups of Kindness is a one-day coffee-shop fundraising event throughout the Washington Metropolitan Area that benefits the over 6,000 homeless and at-risk men, women, and children living in the District of Columbia served by Thrive DC.

### WHEN IS CUPS OF KINDNESS?

Thursday, OCTOBER 21, 2010

### WHY SHOULD YOUR BUSINESS SPONSOR CUPS OF KINDNESS?

**It's great for business!** Cups of Kindness promotional materials will reach out to the greater Washington Metropolitan Area. Being associated with the event will attract individuals who are socially-conscious and willing to spend money at businesses that support community organizations, and you will likely have these new customers coming back again and again after the event ends.

**You'll receive excellent recognition!** Your business's name and website will be featured on Thrive DC's website. The more you pledge, the greater level of recognition throughout the community.

**Become a good corporate citizen!** Improve employee morale and enhance your corporate image by remaining involved with a widely-respected community non-profit.

**Your business will enable Thrive DC to provide its critical services.**

Thrive DC can continue to provide nutritious meals, outstanding support services, and employment training to this community's most vulnerable residents.

**PLEASE RETURN  
COMPLETED FORM BY  
Tuesday, SEPTEMBER 21,  
2010.**

**Thrive DC**  
1525 Newton Street, NW,  
Suite G1,  
Washington, DC 20010

**Fax**  
202.347.7217

**E-mail**  
[development@thrivedc.org](mailto:development@thrivedc.org)

### PARTICIPATING IS EASY!

1. Choose a sponsorship level on page 2.
2. Select additional promotional opportunities and Corporate Sponsorship Agreement Form (page 3).
3. Fax or Mail Agreement Form to us by September 21, 2010.



**Thrive DC™**



## THRIVE DC'S CUPS *of* KINDNESS

### CORPORATE SPONSORSHIP LEVELS

- **PLATINUM (\$20,000)**
  - Only available to one business
  - Priority placement in all campaign-related press releases
  - Logo inclusion in campaign promotional materials
  - Logo inclusion on ambassador fundraising pages
  - Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
  - Receive a complimentary 2-month ad space on Thrive DC's website, viewed by hundreds of people each month
  - Name listed as a sponsor on Thrive DC's website
  - Recognition in our newsletter and Annual Report, distributed to over 2500 local community members
- **GOLD (\$10,000)**
  - Priority recognition in all campaign-related press releases
  - Logo inclusion in campaign promotional materials
  - Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
  - Receive a complimentary 1-month ad space on Thrive DC's website, viewed by hundreds of people each month
  - Name listed as a sponsor on Thrive DC's website
  - Recognition in our newsletter and Annual Report, distributed to over 2500 local community members
- **SILVER (\$5,000)**
  - Recognition in most campaign-related press releases
  - Name inclusion in campaign promotional materials
  - Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
  - Name listed as a sponsor on Thrive DC's website, viewed hundreds of people each month.
  - Recognition in our newsletter and Annual Report, distributed to over 2500 local community members
- **BRONZE (\$1,000)**
  - Recognition in some campaign-related press releases
  - Name inclusion in most campaign promotional materials
  - Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
  - Name listed as a sponsor on Thrive DC's website, viewed by hundreds of people each month
  - Recognition in our newsletter and Annual Report, distributed to over 2500 local community members

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## CORPORATE SPONSORSHIP AGREEMENT

\_\_\_\_\_ (your business name)  
 agrees to sponsor Cups of Kindness on Thursday OCTOBER 21, 2010.

I would like to participate at the following sponsorship level *check one*:

- Platinum   
  Gold   
  Silver   
  Bronze

There are several additional promotional opportunities that coffee shops may participate in. Please check all that you are interested in and a Cups of Kindness representative will contact you with additional information.

- EVENT PRIZES**  
 Provide Thrive DC with gift certificates or other goods to be marketed as prizes to promote event and incentivize fundraising. Prize donors will be recognized at time of reward and on website.

My business, \_\_\_\_\_, will provide \_\_\_\_\_.

- PURCHASE THRIVE DC REUSABLE SLEEVES**  
 Purchase Thrive DC reusable coffee cup sleeves at \$3 per piece. Sleeves can then be sold by your business, or given to your employees as a way to show your company involvement.

My business would like to purchase \_\_\_\_\_ sleeves.

- DONATE REFRESHMENTS FOR AMBASSADOR TRAINING**  
 Provide light refreshments for 20 people for Ambassador trainings prior to event day.

My business, \_\_\_\_\_, will provide \_\_\_\_\_.

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 development@thrivedc.org

Authorized Representative Signature		Date
Authorized Representative Name/Title print		Phone Number
Business Name as you would like to be listed		Phone Number
Contact Person Name	Contact Phone Number	Contact E-mail Address



**Thrive DC™**