



Community Foundation

for Loudoun and Northern Fauquier Counties

2017 Nonprofit of the Year Loudoun Chamber of Commerce

2018 Entrepreneur of the Year Loudoun Chamber of Commerce

2021 Community Leadership #StrongerTogether Honoree Loudoun Chamber of Commerce



Photo by Douglas Graham / America's Routes

We Grow Community Giving

2023

Sponsorship

Package

Who We Are

Community Foundation for Loudoun and Northern Fauquier Counties

The Community Foundation for Loudoun and Northern Fauquier Counties brings together people who care about their community by building everlasting grantmaking endowment—**fund by fund, donor by donor.**

Our mission is to grow community giving by fostering a community of **grantmakers**, promoting strategic local **leadership**, and investing in **partnerships** for the benefit of the community of Loudoun and Northern Fauquier.

Our work involves much more than serving as grantmakers and working with caring donors. We serve as capacity builders, conveners, and thought leaders. We build networks and maintain partnerships to achieve our vision for a better community. Our corporate sponsors are integral partners in our work.

The generosity and commitment of our donors and sponsors during the past 23 years has made possible the re-investment of more than \$13 million into our community to address needs and create solutions. As we embark on the 24th year of serving our community, we invite you to join our work as a partner and investor.

*Community is not the Beneficiary . . .
Community is the Solution.*



Why Be An Annual Sponsor?

Sponsorship is a high-impact form of marketing.

Join the community of philanthropically-minded businesses and increase your company's visibility and brand recognition through our community-wide work.

Corporate sponsorship gives you the opportunity to broaden your competitive advantage by increasing your credibility, image, and prestige.

Sponsorship offers the possibility of achieving several goals at once:

- **Enhance your image.** Strengthen how you are perceived by your target audience and shape buying attitudes that will touch the hearts and minds of your consumers.
- **Create positive publicity along with heightened visibility** and exposure in both electronic and print media.
- **Differentiate from your competitors** by taking advantage of the opportunity to stand out head and shoulders above the competition.
- **Showcase your business as supporting the community and contributing to its economic success** by being a good "Corporate Citizen" through our high-profile, year-long programs.



Your local Community Foundation stands at the crossroad of great need and great wealth.

We invite you to stand with us.



Excellence. Accountability. Impact.™

Supporting Community . . . Showcasing Your Business

Our programs are designed to empower, strengthen, and enrich our community. Your support for these five programs hosted and held throughout 2023 showcase your business as charitable, forward thinking, and caring in our community all year long.

Roots & Legacies Gala — *Growing Community Giving NEW in 2023*

Join us for our inaugural evening celebration November 2023 during National Philanthropy Week. Roots & Legacies honors a community Philanthropist of the Year, Changemaker of the Year, and a Nonprofit Special Achievement Award.

Roots & Legacies showcases the work of the Community Foundation, those who make it possible, and the remarkable community we serve.

Join us to celebrate local leadership, local needs, local solutions—and the achievers and achievements in our community that make this one of the best to grow up and grow old.



EXCLUSIVE ENDOWMENT SPONSOR

Please see page 7 to learn more about **exclusive opportunities** to be an Endowment Sponsor for the Roots & Legacies Awardees.

Be recognized as you demonstrate your business' commitment to Loudoun by turning giving into a shared community experience.

Give Choose—Our Community's Biggest Day of Giving March 28, 2023



Our annual giving day encourages individuals, families, groups, and businesses to give where you live. To date, Give Choose has raised almost \$3.5 Million for local nonprofits since 2014.

Program specific sponsorships are available; please see page 10.

Social Impact Institute

Offering personalized training and "deeper-dive" leadership development for our nonprofit executives and leaders is our way to ensure that your gifts made directly to local organizations are sound and well stewarded.



Program specific sponsorships are available; please see page 10.

Racial Equity Framework

The Racial Equity Framework is designed to help nonprofit and local government professionals address race, racism, diversity, equity, inclusion, and accessibility in their organizations and in our community to engender valued services to our diversely populated community.



DEIA in Your Nonprofit

Program specific sponsorships are available; please see page 10.

Forward Turn

Supported by the Community Foundation's S. Murray Rust and Mary H.C. Rust Student Philanthropy Project Endowment fund (one of our endowment funds), and in partnership with Loudoun County Parks Recreation and Community Services and its Youth Advisory Council, this program engenders philanthropy in the next generation as high-school students read proposals, interview applicants, and make tough decisions.



Program specific sponsorships are available; please see page 10.

2023 Sponsorship Opportunities

Year-Long and Multi-Event Exposure in Our Community

Investor Sponsor \$25,000+

Community Foundation for Loudoun and Northern Fauquier Counties

- Top sponsor interview blog featured on CFLNFC website
- Company LOGO on *Community Investor* e-Newsletters (largest)
- Company LOGO on sponsorship page of the CFLNFC's website (largest)
- Recognition as an annual sponsor through our social media channels
- Company LOGO recognition on our Annual Sponsors banner displayed at all of our programs and events (largest)
- Company LOGO in annual *Report to the Community*

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of Give Choose Prizes
- Company LOGO on Give Choose thank you emails to all donors

Leadership Development Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership Development programs including Social Impact Institute, Racial Equity Framework, and Forward Turn,

Roots & Legacies Gala

- TEN reserved seats at Roots & Legacies Gala
- Video of your personal message showcasing your business and commitment to community
- Full-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides/video

Estimated Impressions

2,000,000+

Community Sponsor \$15,000

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters (larger)
- Company LOGO on sponsorship page of the CFLNFC's website (larger)
- Recognition as an annual sponsor through our social media channels
- Company LOGO recognition on our Annual Sponsors banner displayed at all programs and events (larger)
- Company LOGO in annual *Report to the Community* (larger)

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of Give Choose Prizes
- Company LOGO on Give Choose thank you emails to all donors

Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership programs Social Impact Institute, Racial Equity Framework, Forward Turn, and the Philanthropy Summit

Roots & Legacies Gala

- TEN reserved seats at Roots & Legacies Gala
- Half-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides/video

Estimated
Impressions 1,000,000+

Impact Sponsor \$10,000

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters (large)
- Company LOGO on sponsorship page of the CFLNFC's website (large)
- Recognition as an annual sponsor through our social media channels (large)
- Company LOGO recognition on our 2022 Annual Sponsors banner displayed at all programs and events (large)
- Company LOGO in annual Report to the Community (large)

Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership programs Social Impact Institute, Racial Equity Framework, Forward Turn, and the Philanthropy Summit

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prizes
- Company LOGO on Give Choose thank you emails to all donors

Roots & Legacies Gala

- EIGHT reserved seats at Roots & Legacies Gala
- Quarter-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides

Roots & Legacies Endowment Sponsor EXCLUSIVE TO THREE SPONSORS

- EIGHT reserved seats at Roots & Legacies Gala
- Invitation to join the stage for one honoree announcement
- Special recognition from the stage for endowment support
- Half-page sponsorship message in evening program
- LOGO recognition in the evening program
- LOGO recognition in event slides

Estimated
Impressions 1,000,000+

Leader Sponsor \$7,500

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on *Community Investor* e-Newsletters (medium)
- Company LOGO on sponsorship page of the CFLNFC's website (medium)
- Recognition as an annual sponsor through our social media channels (medium)
- Company LOGO recognition on our Annual Sponsors banner displayed at all programs and events (medium)
- Company LOGO in annual Report to the Community (medium)

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on all Give Choose e-Newsletters
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize
- Company LOGO on Give Choose thank you emails to all donors

Leadership Programs

- Invitation to our donor programs and events
- Recognition as a sponsor of our Leadership programs Social Impact Institute, Racial Equity Framework, Forward Turn, and the Philanthropy Summit

Roots & Legacies Gala

- FOUR reserved seats at Roots & Legacies Gala
- LOGO recognition in event slides/video (medium)
- LOGO recognition in the evening program (medium)

Estimated
Impressions 1,000,000+

President's Sponsor \$5,000

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on Community Investor e-Newsletters (medium) Company LOGO on sponsorship page of the CFLNFC's website (medium)
- Recognition as an annual sponsor through our social media channels (medium)
- Company LOGO recognition on our 2022 Annual Sponsors banner displayed at all of our programs and events (medium)
- Company LOGO in 2022 Report to the Community

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Company LOGO on Give Choose "Report Card" summarizing final event facts
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prizes
- Company LOGO on Give Choose thank you emails to all donors

Leadership Programs

- Invitation to our community events and programs
- Public recognition as a sponsor of our Leadership programs Social Impact Institute, Racial Equity Framework, Forward Turn, and the Philanthropy Summit through our social media channels

Roots & Legacies Gala

- TWO reserved seats at Roots & Legacies Gala
- Listing recognition in the evening program

Estimated Impressions
300,000+

Sustainer Sponsor \$2,500

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on Community Investor e-Newsletters (small)
- Company name listed on Sponsorship page of the CFLNFC's website (small)
- Recognition as an Annual CFLNFC sponsor through our social media channels
- Company LOGO recognition on our Annual Sponsors banner displayed at all of our programs and events (small)
- Company name listed in annual *Report to the Community*

Give Choose

- Company LOGO on GiveChoose.ORG donor portal
- Recognition as a Give Choose sponsor through our social media channels
- Named sponsor of a Give Choose Prize
- Company name listed on Give Choose thank you emails to all donors

Roots & Legacies Gala

- Early Bird invitation for tickets purchase
- Listing recognition in the evening program

Estimated Impressions 200,000+

Supporter Sponsor \$1,500

Community Foundation for Loudoun and Northern Fauquier Counties

- Company LOGO on Community Investor e-Newsletters (smallest)
- Company name listed on Sponsorship page of the CFLNFC's website (smallest)
- Company LOGO recognition on our Annual Sponsors banner displayed at all of our programs and events (smallest)
- Company name listed in annual *Report to the Community*

Give Choose

- Company LOGO on GiveChoose.org gift portal
- Named sponsor of a Give Choose Prize
- Company name listed on Give Choose thank you emails to all donors

Roots & Legacies Gala

- Early Bird invitation for tickets purchase
- Listing recognition in the evening program

Estimated Impressions 100,000+

Sponsor a SignatureCommunity Foundation Program

Our core training and capacity building programs benefit from your underwriting support. Each level below ensures special acknowledgement within your selected program.

Give Choose Racial Equity Framework Forward Turn Social Impact Institute

Presenting Sponsor — \$10,000

- Featured LOGO and express acknowledgement of your program support at applicable program or meeting
- Company LOGO listed on Sponsorship page of the CFLNFC's website
- Company LOGO recognition on our monthly e-newsletters
- Company LOGO and recognition in specific program announcements
- Company LOGO featured in annual *Report to the Community*
- Company LOGO on GiveChoose.org gift portal, named sponsor of a Give Choose Prize, Company name listed on Give Choose thank you emails to all donors
- Early Bird invitation for Roots & Legacies Ticket purchase
- Invitation to personally welcome participants

Strategic Sponsor — \$5,000

- Express acknowledgement of your program support at applicable program or meeting
- Company LOGO listed on Sponsorship page of the CFLNFC's website
- Company LOGO recognition on our monthly e-newsletters
- Company LOGO featured in annual *Report to the Community*
- *Company LOGO on GiveChoose.org gift portal, named sponsor of a Give Choose Prize, Company name listed on Give Choose thank you emails to all donors*
- Early Bird invitation for Roots & Legacies Ticket purchase

Skills Sponsor — \$2,500

- Recognition of your program support at each applicable program or meeting
- Company LOGO listed on Sponsorship page of the CFLNFC's website
- Company LOGO recognition on our monthly e-newsletters
- Company LOGO on GiveChoose.org gift portal, named sponsor of a Give Choose Prize, Company name listed on Give Choose thank you emails to all donors
- Company LOGO featured in annual *Report to the Community*

2023 Sponsorship Gift Form

Sponsor Name:

Mailing Address:

Contact Name:

Contact Email:

Telephone:

Notes:

Year-Long and Multi-Event Exposure in Our Community

- Investor Sponsor \$25,000+**
All but \$2,000 tax deductible
- Community Sponsor \$15,000**
All but \$2,000 tax deductible
- Impact Sponsor \$10,000**
All but \$1,600 tax deductible
- Leader Sponsor \$7,500**
All but \$800 tax deductible
- President's Sponsor \$5,000**
All but \$400 tax deductible
- Sustainer Sponsor \$2,500**
Fully tax deductible
- Supporter Sponsor \$1,500**
Fully tax deductible

Community Foundation Signature Program Sponsor

Give Choose — Social Impact Institute — Racial Equity Framework: — Forward Turn

Program to Sponsor:

- Presenting Sponsor \$10,000
- Strategic Sponsor — \$5,000
- Skills Sponsor — \$2,500

Checks should be made out to "Community Foundation" PO Box 342 Leesburg, VA 20178. Credit card gifts accepted. Please contact us.