



Community Link

The Corporate Champions Program

# Goals



## Goals

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Due to an ever-changing landscape in nonprofit funding, it is key for Community Link to leverage funding from corporate and private sources, especially for matching funds opportunities.

Our organization relies heavily on the generosity and participation of our corporate champions, and we are looking to grow these partnerships, by rewarding our sponsors with even more exposure for their help in our work and creating a more direct connection to Community Link's continuum of services and the impact their funding has.

This increased publicity will both accentuate the value and demonstrable good our partners bring about, but will also increase the visibility of their goodwill and celebrate their role in trying to correct the affordable housing crisis we currently find our community in.

# More Recognition, More Value



Community Link

## More Recognition, More Value

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By becoming a Community Link Corporate Champion, our partners will be recognized multiple times throughout the course of the year in various outlets described in the following slides, versus the shorter window of recognition that our individual event sponsorship provided.

Our messaging will highlight our partners' support of Community Link as we work to enable individuals to obtain and sustain safe, decent, and affordable housing.

We will celebrate our sponsor partners as organizations that are actually helping to do something about this important issue in the Carolinas.

# Corporate Sponsorship Tiers



### PLATINUM TIER: \$15,000+

- Website by level
- Pride Magazine Ad – ½ page 2 times per year
- Social Media weekly
- Newsletter
- Annual Report Recognition

### DIAMOND TIER: \$10,000

- Website by level
- Pride Magazine Ad – ¼ page 2 times per year
- Social Media weekly
- Newsletter
- Annual Report Recognition



## Corporate Sponsorship Tiers, cont'd

### **GOLD TIER: \$7,500**

- Website by level
- Social Media two times per month
- Newsletter
- Annual Report Recognition

### **SILVER TIER: \$5,000**

- Website by level
- Social Media one time per month
- Annual Report Recognition

### **BRONZE TIER: \$2,500**

- Website by level
- Social Media six times per year
- Annual Report Recognition

### **1929 SOCIETY CORPORATE MEMBER: \$1,000**

- Annual Report Recognition



# New Quarterly Newsletter Sponsorship



Community Link

# New Quarterly Newsletter Sponsorship



Community Link



## Corporate Champion

Information about this newsletter's Corporate Champion goes here.  
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## Success Stories



### From Homelessness to Housing: One Woman's Story

Dover with her fiancé and new born baby, Pamela. (Click image for video) As temporary winter shelters like Room In The Inn close for the season, some are concerned about our homeless neighbors. Amy Dover is one of the agency's most recent clients.

[Read more](#)  
[communitylinknc.org](http://communitylinknc.org)

## Our Services



Continuum Graphic or Photo above

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## In the News



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## Thank You!

This email sponsored by Corporate Champion.

[DONATE TODAY](#)

[CommunityLinkNC.org](http://CommunityLinkNC.org)

704.943.9490



Community Link

# Pride Magazine Sponsorship



Community Link

### Make your employees your business.

*Many employers and co-workers are surprised to find out colleagues, while employed, are still homeless. That's because affordable housing is harder to find in the Carolinas these days. Please consider supporting us as we help people go from homeless to safe, affordable housing to (hopefully) home ownership through our services. And ask your co-workers about their situation—you might be surprised, too.*



Community Link

Wells Fargo is a proud sponsor of Community Link  
Learn more at [CommunityLinkNC.org](https://CommunityLinkNC.org)



# Social Posts



## Social Posts

- Series of social posts (3-4) throughout a month dedicated to the sponsor
- Dedicated feature on LinkedIn page about the sponsor



# Website



## Website

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Corporate Champions will also be featured on the CommunityLinkNC.org, on the homepage and separate Corporate Champions page.

The website will also include links to all media coverage of the Corporate Champions program.

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### Corporate Champions

*These are the organizations that are lending financial and volunteer support to help Community Link fight the affordable housing crisis.  
We call them our corporate champions.*





# Summary



More recognition throughout the year provides more opportunities to show how the Corporate Champions are supporting affordable housing, with dedicated features including:

1

Sponsoring  
Quarterly  
Newsletter

2

PRIDE  
Magazine  
Advertisements

3

Series of  
Social Posts

4

Website  
Recognition

5

Annual  
Report  
Recognition

# Thank you!