

Sponsorship Opportunities



Organizational mission and programs

Dougy Center provides grief support in a safe place where children, teens, young adults, and their families can share their experiences before and after a death. We provide support and training locally, nationally, and internationally to individuals and organizations seeking to assist children in grief

Dougy Center receives no government funding or insurance reimbursement and relies on community support to provide grief support groups at no cost to families.



The needs children and their families who are grieving

Dougy Center serves as a preventive program, working with children and teens to express their feelings alongside their peers who have faced similar experiences. Research shows that children who have experienced the death of a parent or sibling are at greater risk for depression, anxiety, difficulties in school and negative coping skills such as substance use. When children and teens are supported in expressing their grief, these negative risk factors can often be overcome.



Why partner with Dougy Center through sponsorship?

- Reflection Benefit & Auction provides visibility to 600 high-profile guests who are community-minded and care deeply about children and families.
- Brand awareness to a database of more than 15,000 and social media reach to an international audience of hundreds of thousands.
- Help Portland children, teens, and their family members by ensuring that Dougy Center is available for them if they are grieving. Since the Coronavirus pandemic began, we are continuing to support the 1,000 people who were already in our program, while also welcoming more than 100 new families to virtual groups.





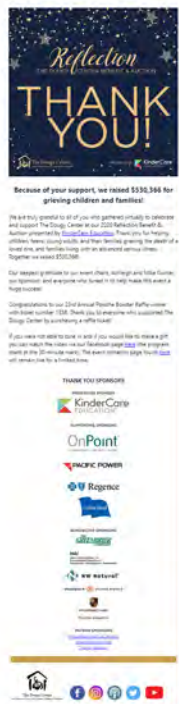
2020 Reflection Benefit Recap

SOCIAL MEDIA



58,749 people were reached through more than 75 posts on Facebook, Twitter, Instagram, and LinkedIn

EMAILS



Eight emails sent from March to May generated 68,932 impressions

NEWSLETTERS

Four monthly emails sent from February to May generated 45,693 impressions



DIRECT MAIL



Dougy Center's annual direct mail newsletter was sent to 4,120 households



Save the date postcard was sent to 3,594 households

WEBSITE

The Reflection Benefit information received 31,034 page views on dougy.org from February through May 8. Additional views with logo placement on the event webpage for registration, bidding, and donations.

VIRTUAL EVENT

Reflection Benefit sponsors received more than 1,600 impressions through logo and verbal recognition during the livestream event on May 8.

Proposal for Annual Support



Reflection: Dougy Center's Annual Benefit, Dinner, and Auction

Friday, May 7, 2021

Through over 30 years of success, Reflection has been Portland's signature event, raising funds to support children and families who are grieving. Each year, a diverse mix of individuals, corporations, and foundations come together to celebrate Dougy Center and make an impact for thousands of children and their families.



Please choose the level of support that you would like and use the last page of this packet to confirm your choice.

Reflection Benefit Sponsorship Levels	Presenting \$25,000	Supporting \$10,000	Benefactor \$5,000	Patron \$2,500
Exclusive Sponsorship	✓			
Exclusive logo recognition on event press releases, 20 - 10,000+ impressions	✓			
Exclusive evening reception at Dougy Center for 20 guests (Can be scheduled until December 2022)	✓			
Speaking opportunity in the event welcome video, 600+ impressions	✓	✓		
VIP program recognition at the event, 600+ impressions	✓	✓		
Verbal recognition during the event, 600+ impressions	✓	✓		
Dedicated social media post highlighting your company's involvement, (Facebook, Instagram, Twitter, and LinkedIn), 13,200+ followers	✓	✓		
Company featured on social media (Facebook, Instagram, Twitter, and LinkedIn), 15,000+ followers	✓	✓	✓	
Acknowledgment in all Dougy Center event communications, 40,000 impressions	✓	✓	✓	
Exclusive logo recognition on event invitations, 4,000 households	Logo	Logo	Logo	Name
Recognition with link on The Dougy Center website, 100,000+ impressions	Logo	Logo	Logo	Name
Recognition on event programs, 1,000+ impressions	Logo	Logo	Logo	Name
Recognition on event slide show, 1,000+ impressions	Logo	Logo	Logo	Name
Table signage with company name, 1,000+ impressions	✓	✓	✓	✓
Advertisement in event catalog, 1,000+ impressions	Full Page	Full Page	Half Page	Half Page
Reserved seating if event can take place in person	20 Guests	20 Guests	10 Guests	10 Guests

Other opportunities for support

Pre-Commit Special Appeal Gift **\$1,500 sponsors one family for a year.**

A pre-committed special appeal gift is another way to showcase your support of children and families. Gifts range from \$500 to \$10,000 or more and are announced from the stage for additional recognition.

Dougy Center provides more than 1,300 grief support groups each year for children, teens, young adults, and their family members at no expense to the family. These groups provide community, hope, and healing after the death of a parent or sibling. Each group consists of approximately 15 like-aged participants who have experienced similar types of death in their families, ensuring that children and teens can connect and understand that they are not alone in their grief. The average family stays in a Dougy Center group for 12-18 months.

Leverage Your Support with a Fundraising Match **\$5,000 and up**

Dougy Center is entirely supported by the generosity of individuals, corporations, foundations, and earned income. For this reason, we welcome opportunities to leverage gifts as matching gift challenges to the larger community. A matching gift between \$5,000 - \$100,000 can be used to inspire community support on days like Giving Tuesday and at the end of the calendar year. Matching gifts of any size can be recognized by name or anonymously at Dougy Center's annual events: Portraits of Courage or the Reflection Benefit & Auction.

Volunteer Opportunities

Dougy Center offers extensive volunteer training three times each year to people who wish to become volunteer facilitators in our grief support program. We welcome the opportunity to partner with companies for other volunteer activities, including developing a day of service volunteer project at Dougy Center, partnering on a community event, or conducting a drive for donations to fill a need on the Dougy Center's Wish List.



Sponsorship Agreement



Reflection Benefit, Dinner and Auction Sponsor

- Presenting sponsor: \$25,000
- Supporting sponsor: \$10,000
- Benefactor sponsor: \$5,000
- Patron sponsor: \$2,500
- Pre-commit special appeal gift: \$ _____

Leverage Your Support with a Fundraising Match

- We will provide \$ _____ as a fundraising match!

Volunteer Opportunities

- We are interested in volunteering. Please contact us!

Grief Support Group Program

- We would like to directly support Dougy Center program through a corporate gift of \$ _____

Total: _____ Check Enclosed Card Send Invoice

Please sign and complete the information below:

Contact Name: _____

Address: _____

City, State, and Zip: _____

Phone: _____

Email: _____

Card Number: _____ Exp: _____

Name on Card: _____ CVV: _____

Signature

Date

Thank you for your service to the community by helping children and families who are grieving.