

# Lifeworks

## 2021 SPONSORSHIP OPPORTUNITIES

Lifeworks invites you to invest in innovation and foster a more inclusive Minnesota. For the first-time ever, Lifeworks sponsors will be celebrated all year long through an extensive marketing campaign that reaches people throughout our state. We look forward to partnering with you!

### **Our Mission**

To serve our community and people with disabilities as we live and work together.



## About Lifeworks

Since 1965, Lifeworks Services Inc. has been a champion for inclusion. Lifeworks was founded by families who recognized the importance of advocacy and breaking down barriers for people with disabilities to be part of the community.

As an industry leader, Lifeworks continues our commitment to self-determined support, careers with competitive wages, and developing innovative opportunities that enhance everyday lives.

## Reach a New Audience

Join our Network of Over 500  
Community Partners

Market your brand, show your support, and enhance our communities. Sponsor levels include annual and event-specific benefits.

Be part of Lifeworks first Annual Celebration to be broadcast virtually!

## Cause-Marketing Opportunities

- **Public transit advertisements**
  - 20,000,000 impressions
- **Billboard advertisements**
  - 30,000,000 impressions
- **Newsletter recognition**
  - 10,000 recipients
- **Recognition during virtual events and on Lifeworks websites**
  - 10,000 save-the-date and invitation recipients
  - 5,000 annual website visitors
  - 350 Instagram followers
  - 850 Twitter followers
- **Social media posts**
  - 350 Instagram followers
  - 2,300 Facebook followers
  - 1,800 LinkedIn followers
  - 850 Twitter followers



# You're in Good Company - Past Corporate Sponsors



## Save the Date!

2020 Lifeworks  
Annual Celebration – Virtual!

**Thursday, April 15, 2021 | 6:30 p.m.**

Date and format of Annual Celebration subject to change

## Secure Your Sponsorship

Contact:

Lori-Anne Williams, Major Gifts Officer  
[lwilliams@lifeworks.org](mailto:lwilliams@lifeworks.org) | 651-587-4267

# LIFEWORKS ANNUAL SPONSORSHIPS

Lifeworks

## Premier Sponsor \$25,000

### CAUSE-MARKETING OPPORTUNITIES

- Logo placement on public transit advertising campaign – *3-month campaign with an estimated 20 million views*
- Logo on Twin Cities billboards – *6-month campaign with an estimated 30 million views*
- *30-second live or pre-recorded message from your CEO during Lifeworks virtual celebration*
- *½ page advertisement in one edition of LifePursuits print and digital newsletter - 10,000 circulation*
- Logo placement and verbal recognition by host during one quarterly disability inclusion educational webinar open to the general public
- 30-minute lunch and learn on a disability topic presented to your audience (employees, vendors, etc.)
- Year-end, customized summary of Lifeworks marketing efforts, including productions, channels, and impressions
- Sponsor-specific webpage on Lifeworks website linking to your company
- 10-second branded sponsor message recorded as part of pre-virtual event
- Lifeworks toolkit with sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership
- Partnership featured on one post across all Lifeworks social media channels - Facebook, Instagram, LinkedIn, and Twitter
- Logo recognition on all virtual event materials
- Logo recognition in Lifeworks annual report
- Logo recognition on Lifeworks sponsors webpage

More sponsorship opportunities to come as annual awards and virtual event planning continues.



# LIFEWORKS ANNUAL SPONSORSHIPS

Lifeworks

## Diamond Sponsor

\$15,000

### CAUSE-MARKETING OPPORTUNITIES

- ¼ page advertisement in one edition of LifePursuits print and digital newsletter - *10,000 circulation*
- Logo placement and verbal recognition by host during one quarterly disability inclusion educational webinar open to the general public
- 30-minute lunch and learn on a disability topic presented to your audience (employees, vendors, etc.)
- Year-end, customized summary of Lifeworks marketing efforts, including productions, channels, and impressions
- Sponsor-specific webpage on Lifeworks website linking to your company
- 10-second branded sponsor message recorded as part of pre-virtual event
- Lifeworks toolkit for your use with sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership
- Partnership featured on one post across all Lifeworks social media channels - Facebook, Instagram, LinkedIn, and Twitter
- Logo recognition on all virtual event materials
- Logo recognition in Lifeworks annual report
- Logo recognition on Lifeworks sponsors webpage

More sponsorship opportunities to come as annual awards and virtual event planning continues.



# LIFEWORKS ANNUAL SPONSORSHIPS

*Lifeworks*

## Platinum Sponsor

\$10,000

### CAUSE-MARKETING OPPORTUNITIES

- Year-end, customized summary of Lifeworks marketing efforts, including productions, channels, and impressions
- Sponsor-specific webpage on Lifeworks website linking to your company
- 10-second branded sponsor message recorded as part of pre-virtual event
- Lifeworks toolkit with sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership
- Partnership featured on one post across all Lifeworks social media channels - Facebook, Instagram, LinkedIn, and Twitter
- Logo recognition on all virtual event materials
- Logo recognition in Lifeworks annual report
- Logo recognition on Lifeworks sponsors webpage

More sponsorship opportunities to come as annual awards and virtual event planning continues.



# LIFEWORKS ANNUAL SPONSORSHIPS

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## Gold Sponsor \$5,000

### CAUSE-MARKETING OPPORTUNITIES

- 10-second branded sponsor message recorded as part of pre-virtual event
- Lifeworks toolkit with sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership
- Partnership featured on one post across all Lifeworks social media channels - Facebook, Instagram, LinkedIn, and Twitter
- Logo recognition on all virtual event materials
- Logo recognition in Lifeworks annual report
- Logo recognition on Lifeworks sponsors webpage

More sponsorship opportunities to come as annual awards and virtual event planning continues.



# LIFEWORKS ANNUAL SPONSORSHIPS

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## Silver Sponsor

\$2,500

### CAUSE-MARKETING OPPORTUNITIES

- Logo recognition on all virtual event materials
- Logo recognition in Lifeworks annual report
- Logo recognition on Lifeworks sponsors webpage

## Bronze Sponsor

\$1,500

### CAUSE-MARKETING OPPORTUNITIES

- Recognition on some virtual event materials
- Recognition in Lifeworks annual report
- Recognition on Lifeworks sponsors webpage

More sponsorship opportunities to come as annual awards and virtual event planning continues.

