



# SPONSORSHIP OPPORTUNITIES 2021

Constructing Hope's mission is to rebuild the lives of people in our community by encouraging self-sufficiency through skills training and education in the construction industry. We provide no-cost, ten-week construction training programs, placement services, and career advancement support.

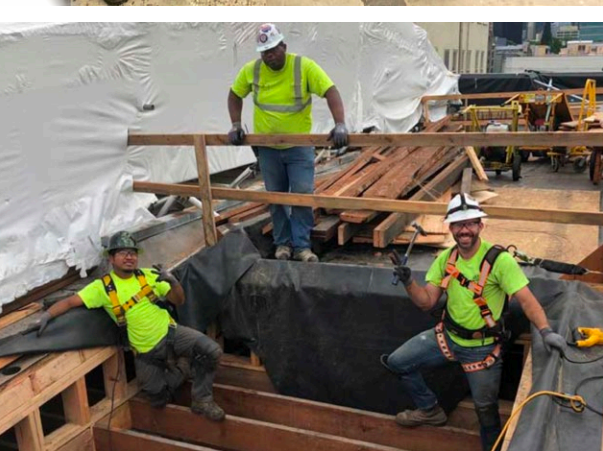
We serve people of color, people coming from incarceration, and low-income adults. A youth summer camp provides skills, motivation, and construction career pathways.

Constructing Hope's goals are to

- 1 help the long-term unemployed attain sustainable careers,
- 2 increase workforce diversity,
- 3 reduce recidivism, and
- 4 meet hiring needs in the construction industry

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**Corporate Sponsors play a critical role** in funding our work to rebuild the lives of those in our community who need it most. This packet outlines our menu of sponsorship opportunities available for 2021. In addition, we always welcome an opportunity to create a custom partnership. Please don't hesitate to contact Director of Development, Courtney Jenkins at [courtneyj@constructinghope.org](mailto:courtneyj@constructinghope.org) to schedule a time to put our heads together and find a partnership that meets your marketing and charitable giving needs.

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# CONSTRUCTING HOPE WORKFORCE TRAINING CENTER EXPANSION

Constructing Hope is renovating and expanding our workforce training center on NE Martin Luther King Jr. Blvd. in Portland, OR. We will **expand the facility from 4,318 to 5,595 square feet**. The expanded space will include a larger, street-accessible construction training area and a new classroom with computers. The classroom and hands-on training are currently in the same space, and the training area does not have street access for loading and unloading. ***This project will provide physical space for program expansion.*** CH's board has identified increasing the number of graduates and providing more support for those graduates as our highest priorities. We must expand to meet industry demand for workers and community needs for job training. Over the next three years, Constructing Hope will use the new space to increase construction training classes from 75 to 150 enrolled annually. Mentoring, career advancement, and financial education programs will increase from 75 to 150.

## Naming Rights Custom Partnership Opportunities

**INVESTMENT** \$50,000 - \$100,000  
**COMMITMENT DEADLINE** January 30, 2021

- ◆ Naming rights for a mutually-agreed upon designated area of Constructing Hope's new facility, for a period of 4 years
- ◆ May be gifted over a period of 4 years
- ◆ Includes custom recognition, in addition to all Expansion Hero recognition

## Expansion Hero

**INVESTMENT** \$25,000  
**COMMITMENT DEADLINE** January 30, 2021

- ◆ Top placement on funding recognition piece on wall in Constructing Hope's new office space
- ◆ Top placement in Remodel Funding Recognition in March 2021 Quarterly Newsletter
- ◆ Top placement in partner recognition on Constructing Hope website
- ◆ Recognition at Remodel Reveal Event in 2021
- ◆ Recognition in Remodel Recap video
- ◆ Two dedicated social media posts acknowledging sustaining level support



## Expansion Champion

**INVESTMENT** \$10,000  
**COMMITMENT DEADLINE** January 30, 2021

- ✦ Inclusion on funding recognition piece on wall in Constructing Hope's new office space
- ✦ Inclusion in Remodel Funding Recognition in March 2021 Quarterly Newsletter
- ✦ Inclusion in partner recognition on Constructing Hope website
- ✦ Recognition at Remodel Reveal Event in 2021
- ✦ Recognition in Remodel Recap video
- ✦ Dedicated social media post acknowledging Remodel Champion level support

## Expansion Patron

**INVESTMENT** \$5,000  
**COMMITMENT DEADLINE** January 30, 2021

- ✦ Inclusion on funding recognition piece on wall in Constructing Hope's new office space
- ✦ Inclusion in Remodel Funding Recognition in March 2021 Quarterly Newsletter
- ✦ Inclusion in partner recognition on Constructing Hope website
- ✦ Recognition at Remodel Reveal Event in 2021
- ✦ Recognition in Remodel Recap video
- ✦ Inclusion in shared social media post acknowledging Remodel Supporter level support

## Expansion Supporter

**INVESTMENT** \$2,500  
**COMMITMENT DEADLINE** January 30, 2021

- ✦ Inclusion in Remodel Funding Recognition in March 2021 Quarterly Newsletter
- ✦ Recognition at Remodel Reveal Event in 2021
- ✦ Recognition in Remodel Recap video
- ✦ Mention in shared social media post acknowledging Remodel Donors



# YEAR-ROUND OPPORTUNITIES

## 2021 Annual Stories of Hope

Constructing Hope's Monthly Stories of Hope are an opportunity to highlight our graduate's success stories. Each month we feature the story of a Constructing Hope graduate. Feature includes a post on our website, weekly social media posts and inclusion in our quarterly newsletter and Annual Report.

### Presenting Sponsor



**INVESTMENT** \$25,000  
**COMMITMENT DEADLINE** December 20, 2020  
**SPONSORSHIPS AVAILABLE** 1

As the 2021 Annual Stories of Hope Sponsor you will receive the following benefits:

- ◆ Logo inclusion in each monthly Story of Hope feature on Constructing Hope website
- ◆ Recognized as Presenting Sponsor in all Stories of Hope social media posts
  - » Facebook, Twitter, Instagram (4 post/month) and LinkedIn (1 post/month)
- ◆ Recognized as Presenting Sponsor in Story of Hope inclusion in quarterly e-newsletter
  - » January, April, July and October
- ◆ Recognized as Presenting Sponsor in Story of Hope feature in 2021 Annual Report
  - » Summer 2022
- ◆ Opportunity to provide a congratulatory gift to each monthly featured graduate (if applicable)
- ◆ Logo inclusion in Partners Recognition on Constructing Hope website

## 2021 Constructing Hope Information Session

Constructing Hope Information Sessions give potential students an opportunity to learn more about our pre-apprenticeship training program, our application process and requirements. These sessions will be held virtually for the foreseeable future, reaching approximately 250 community members annually.

### Presenting Sponsor

**INVESTMENT** \$15,000  
**COMMITMENT DEADLINE** December 20, 2020  
**SPONSORSHIPS AVAILABLE** 1

As the 2021 Information Session Presenting Sponsor you will receive the following benefits:

- ◆ Recognized as Presenting Sponsor on calendar listings on Constructing Hope website
- ◆ Recognized as Presenting Sponsor in all social media posts regarding Information Sessions
  - » Facebook, Twitter, Instagram and LinkedIn
- ◆ Logo inclusion on Information Session flyers
- ◆ Opportunity for Company Executive to provide welcoming remarks at each information session (could be pre-recorded welcome message if preferred by Presenting Sponsor)
- ◆ Logo inclusion in Partners Recognition on Constructing Hope website

## 2021 Annual Graduation

Graduations are an opportunity to celebrate the dedication, achievements and individual triumphs of our graduating pre-apprenticeship trainees. Held quarterly, at the end of each training session, these gatherings (which will be virtual for the foreseeable future) include the graduating class, Alumni, partners, family and friends, Constructing Hope staff and Board Leadership, community members and other members of the construction industry.

### Presenting Sponsor



**INVESTMENT** \$25,000  
**COMMITMENT DEADLINE** January 15, 2021  
**SPONSORSHIPS AVAILABLE** 1

As the 2021 Annual Graduation Presenting Sponsor you will receive the following benefits:

- ◆ Logo inclusion and recognition as Presenting Sponsor on invitations for 4 graduation ceremonies in 2021
- ◆ Recognition as Presenting Sponsor in all social media posts highlighting graduation
  - » Facebook, Twitter, Instagram and LinkedIn
- ◆ Opportunity for Company Executive to provide welcoming remarks at each graduation ceremony
- ◆ Opportunity to provide a branded graduation gift to each graduate (estimate of 80-100 total)
- ◆ Recognition as Presenting Sponsor in Quarterly e-newsletter features about Graduations
- ◆ Recognition as Presenting Sponsor in Graduation calendar listings on Constructing Hope website
- ◆ Logo inclusion in Partners Recognition on Constructing Hope website

## Sponsor One Adult Pre-Apprenticeship Trainee

Our adult construction training program is a no-cost, 10-week, construction skills and life skills pre-apprenticeship construction training program for disadvantaged men and women. We provide training to an average of 85 adults per year. Students learn construction skills, blueprint reading, applied math, safety, career awareness, financial management, workplace expectations, construction culture, professional communications, and life skills. In addition, students receive certifications in areas including flagging, OSHA, CPR & first aid, HazWOPER and confined space.



**INVESTMENT** \$12,500k  
**COMMITMENT DEADLINE** 1 month prior to each class session start date  
**AVAILABLE** up to 10 per class, or 40 per year

As a Sponsor of one Adult Pre-Apprenticeship Trainee you will receive the following benefits:

- ◆ Two personalized updates during Pre-Apprenticeship Training Class
- ◆ Personalized thank you message from Pre-Apprenticeship Trainee
- ◆ Opportunity to attend and participate in Graduation Ceremony (in person or virtual based on public health guidelines)
- ◆ Logo inclusion in Partners Recognition on Constructing Hope website

# EVENT AND CAMPAIGN OPPORTUNITIES

## Constructing Hope Expansion Reveal

### Event Sponsors

Upon completion of our Constructing Hope training space, classroom and office expansion, we want to show our new digs off! In line with current pandemic restrictions, and safety measures we will be throwing a party – in-person, virtual or a combination of the two!

Timing of the celebration still TBD, between March and April 2021

**NOTE** – exact benefits at each level will be finalized once format of event is confirmed, but will include the following.



### High Rise Sponsor

**INVESTMENT** \$10,000  
**SPONSORSHIPS AVAILABLE** 1

- ◆ Logo placement in pre-event and day of materials
- ◆ Top recognition day of celebration
- ◆ Opportunity for a company executive to speak during the program
- ◆ Inclusion in celebration recap in Quarterly e-newsletter
- ◆ Logo inclusion in partners recognition on Constructing Hope website

### Mid Rise Sponsor

**INVESTMENT** \$5,000  
**AVAILABLE** 5

- ◆ Logo placement in pre-event and day of materials
- ◆ Recognition day of celebration
- ◆ Inclusion in celebration recap in Quarterly e-newsletter
- ◆ Logo inclusion in partners recognition on Constructing Hope website

### Footings Sponsor

**FOOTINGS SPONSOR INVESTMENT** \$2,500  
**AVAILABLE** up to 10

- ◆ Name inclusion in pre-event and day of materials
- ◆ Recognition day of celebration
- ◆ Inclusion in celebration recap in Quarterly e-newsletter

# Leveling the Playing Field

## Virtual Awareness and Fundraising Campaign Sponsors

The second annual Leveling the Playing Field Campaign will take place in June 2021. At Constructing Hope, we focus our trainings on people of color, the formerly incarcerated, and low-income adults in an attempt at “Leveling the Playing Field” in the construction industry. During this 3 week campaign, we invite our supporters and community members to be a part of this change through donations, peer to peer fundraising and helping us to spread awareness of our work. Our sponsors serve as anchors for this campaign.



### Skyscraper Sponsor

**INVESTMENT** \$25,000  
**SPONSORSHIPS AVAILABLE** 2

- ◆ An opportunity to be included in campaign video (if confirmed by April 5, 2021)
- ◆ Logo placement in the following ways:
  - » Top placement on campaign website
  - » Top placement in campaign video
  - » Top logo placement in sponsor block in all campaign emails
- ◆ Company executive comment inclusion in 1 campaign email and social media post
- ◆ Inclusion in campaign press release and campaign media (if secured)

### High Rise Sponsor

**INVESTMENT** \$10,000  
**SPONSORSHIPS AVAILABLE** 6

- ◆ Logo placement in the following ways:
  - » Prominent placement on campaign website
  - » Prominent placement in campaign video
  - » Prominent logo placement in sponsor block in all campaign emails
- ◆ Company executive comment inclusion in 1 campaign email and social media post
- ◆ Inclusion in campaign press release

### Mid Rise Sponsor

**INVESTMENT** \$5,000  
**AVAILABLE** 10

- ◆ Logo inclusion on campaign website
- ◆ Logo inclusion in campaign video
- ◆ Name inclusion in sponsor block in all campaign emails

### Footings Sponsor

**INVESTMENT** \$2,500  
**SPONSORSHIPS AVAILABLE** 10  
**COMMITMENT DEADLINE FOR ALL LEVELING THE PLAYING FIELD OPPORTUNITIES** April 15, 2021

- ◆ Name inclusion on campaign website
- ◆ Name inclusion in campaign video
- ◆ Name inclusion in sponsor block in all campaign emails



# ANNUAL LUNCHEON SPONSORS

The Constructing Hope Annual Luncheon is an opportunity to showcase your support for Constructing Hope's mission. After a one-year pause on this event, due to the pandemic, we will be hosting this event again in September 2021. Please note, current pandemic restrictions may require altered format, and necessary adjustments to sponsorship benefits. These will be communicated with sponsors as early as possible.



## Skyscraper Sponsor

- ◆ Opportunity for company executive to provide welcoming remarks during the program
- ◆ Recognition during the program
- ◆ Logo placement in the following ways:
  - » Top logo placement on Luncheon invitation
  - » Top logo placement on Luncheon webpage
  - » Top logo placement in the event program
  - » Top logo placement in the special appeal video
  - » Top logo placement in pre and post-event communication to attendees
- ◆ Company executive inclusion in special appeal video
- ◆ Company executive comment inclusion in 1 campaign email and social media post
- ◆ Promotional table in the reception area
- ◆ Opportunity to provide a promotional gift to each attendee
- ◆ Two tables for 8 with priority seating

**INVESTMENT** \$25k  
**SPONSORSHIPS AVAILABLE** 1

## High Rise Sponsor

- ◆ Opportunity for company executive to provide remarks during the program
- ◆ Recognition during the program
- ◆ Logo placement in the following ways:
  - » Prominent logo placement on Luncheon invitation
  - » Prominent logo placement on Luncheon webpage
  - » Prominent logo placement in the event program
  - » Prominent logo placement in the special appeal video
  - » Prominent logo placement in pre and post-event communication to attendees
- ◆ Company executive comment inclusion in 1 campaign email and social media post
- ◆ Promotional table in the reception area
- ◆ Opportunity to provide a promotional gift to each attendee
- ◆ Table for 8 with priority seating

**INVESTMENT** \$10k  
**SPONSORSHIPS AVAILABLE** 2

## Annual Luncheon Sponsors *continued*



### Mid Rise Sponsor

**INVESTMENT** \$5k  
**SPONSORSHIPS AVAILABLE** 6

- ◆ Recognition during the program
- ◆ Logo placement in the following ways:
  - » Logo placement on Luncheon invitation
  - » Logo placement on Luncheon webpage
  - » Logo placement in the event program
  - » Logo placement in the special appeal video
  - » Logo placement in pre and post-event communication to attendees
- ◆ One dedicated social media post highlighting sponsorship support
- ◆ Opportunity to provide a promotional gift to each attendee
- ◆ Table for 8 with priority seating

### Footings Sponsor

**INVESTMENT** \$2,500  
**SPONSORSHIPS AVAILABLE** 10

- ◆ Recognition during the program
- ◆ Logo placement in the following ways:
  - » Logo placement on Luncheon invitation
  - » Logo placement on Luncheon webpage
  - » Logo placement in the event program
  - » Logo placement in the special appeal video
  - » Logo placement in pre and post-event communication to attendees
- ◆ Inclusion in one social media post highlighting all Footings Sponsors
- ◆ Table for 8

### Foundation Sponsor

**INVESTMENT** \$1,000  
**SPONSORSHIPS AVAILABLE** 10

- ◆ Sponsor recognition in the following ways:
  - » Recognition during the program
  - » Name inclusion on Luncheon webpage
  - » Name inclusion in the event program
  - » Name inclusion in the special appeal video
  - » Name inclusion in pre and post-event communication to attendees
- ◆ Table for 8

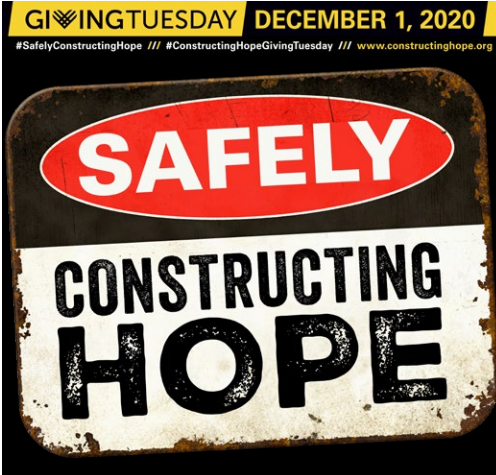
### Patron Table Host

**INVESTMENT** \$1,000  
**SPONSORSHIPS AVAILABLE** 10  
**COMMITMENT DEADLINE** for all Luncheon Opportunities –July 15, 2021

- ◆ Recognition in the following ways:
  - » Name inclusion on Luncheon webpage
  - » Name inclusion in the event program
  - » Name inclusion in pre and post-event communication to attendees
- ◆ Table for 8

# Giving Tuesday Partnership Opportunities

## Matching Challenge Gift Sponsor



**INVESTMENT** \$25,000  
**AVAILABLE** 1

Inspire Constructing Hope supporters and community members to make a donation to Constructing Hope's 2021 Giving Tuesday fundraising campaign. A matching challenge gift allows you to DOUBLE the impact of your investment while inspiring others to donate. As the 2021 Giving Tuesday Campaign Matching Challenge Sponsor you will receive the following benefits:

- ◆ Company executive to be a part of announcing the matching gift challenge in campaign video, on social channels and in media (as secured)
- ◆ Company name inclusion as Matching Challenge Sponsor in all email communications around the matching challenge
- ◆ Company name inclusion as Matching Challenge Sponsor in all social media posts around the matching challenge
- ◆ Top logo placement on Constructing Hope's Giving Tuesday campaign website
- ◆ Top logo placement in sponsor block in Giving Tuesday videos (minimum of 1)
- ◆ Top logo placement in sponsor block in all campaign emails, sent to 1,200+ unique emails
- ◆ Inclusion in campaign press release

## Hero Sponsor

**INVESTMENT** \$10,000  
**SPONSORSHIPS AVAILABLE** 2

- ◆ Prominent logo placement on Constructing Hope's Giving Tuesday campaign website
- ◆ Prominent logo placement in sponsor block in Giving Tuesday videos (minimum of 1)
- ◆ Prominent logo placement in sponsor block in all campaign emails, sent to 1,200+ unique emails
- ◆ Company executive comment inclusion in 1 campaign email and social media post
- ◆ Inclusion in campaign press release

## Champion Sponsor

**INVESTMENT** \$5,000  
**SPONSORSHIPS AVAILABLE** 4

- ◆ Logo placement on Constructing Hope's Giving Tuesday campaign website
- ◆ Logo placement in sponsor block in Giving Tuesday videos (minimum of 1)
- ◆ Logo placement in sponsor block in all campaign emails, sent to 1,200+ unique emails
- ◆ Dedicated recognition in 1 social media post on Constructing Hope's Facebook, Instagram and Twitter





## Advocate Sponsor

**INVESTMENT** \$2,500  
**SPONSORSHIPS AVAILABLE** 6

- ◆ Logo placement on Constructing Hope's Giving Tuesday campaign website
- ◆ Name inclusion in sponsor block in Giving Tuesday videos (minimum of 1)
- ◆ Name inclusion in sponsor block in all campaign emails, sent to 1,200+ unique emails
- ◆ Combined recognition with all Advocate Sponsors in 1 social media post on Constructing Hope's Facebook, Instagram and Twitter

## Support Sponsor

**INVESTMENT** \$1,000  
**SPONSORSHIPS AVAILABLE** 6  
**COMMITMENT DEADLINE FOR ALL GIVING TUESDAY SPONSORSHIP OPPORTUNITIES**  
*September 15, 2021*

- ◆ Name inclusion on Constructing Hope's Giving Tuesday campaign website
- ◆ Name inclusion in sponsor block in Giving Tuesday videos (minimum of 1)
- ◆ Name inclusion in sponsor block in all campaign emails, sent to 1,200+ unique emails