



The Unitarian Church of Hinsdale



2017 Spring Thing Fundraiser Business Donations, Advertising, and Sponsorship Opportunities

Thank you for considering a business donation, advertising in our auction catalog, or sponsoring our 18th annual fundraising auction, Spring Thing. All donations and proceeds raised directly benefit the Unitarian Church of Hinsdale.

Our goal is to raise \$27,000—a significant amount, representing 10 percent of our annual operating budget. We are a tax-exempt, non-profit entity and have served our local community for 130 years. We have 230 members and represent Hinsdale and 35 neighboring communities.

We would like to showcase your business at our annual event that features live music by local band and fan favorite The Whiskey Brothers, gourmet food prepared by Chef Tim Dvorak, open bar, and an online, silent, and live auction.

We anticipate attendance of over 150 people. Conservatively speaking, we estimate that your marketing will reach upwards of 1,250 people weekly.

There are three ways in which you can lend your support:

1. Gift Certificates

The only way we can raise money at our auction by filling the pages of our auction catalog. Would you please consider a gift certificate type donation? Please provide your donation with a completed copy of the Business Donation and Advertising Form to your UCH representative or contact Jill Jackson, the event Chair.

2. Advertisement in Auction Catalog

Your business advertisement will be seen by at least 150 people in our auction catalog. It's a great opportunity to show your support. We offer four levels of business advertisements to accommodate various budgets; the prices are as follows:

B/W full page, \$300 (*receive two complimentary pairs of auction tickets, \$100 value*)

B/W half page, \$150 (*receive one complimentary pair of auction tickets, \$50 value*)

B/W quarter page, \$75

B/W business card, \$50

As a thank you, businesses placing half and full page ads will receive complimentary auction tickets.

Please send your B/W print-ready advertisement to Jill Jackson at jillnmijackson@gmail.com. Also, please return a copy of the Business Donation and Advertising Form and your check payable to the Unitarian Church of Hinsdale to your UCH representative or contact Jill Jackson.



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3. Sponsorship

We are excited to announce that will be offering auction sponsorship opportunities for the first time. Sponsorship gives businesses prominent and featured visibility in our online auction, a color ad in the print catalog, and signage throughout our church buildings. Sponsorship levels, benefits, and prices are included below:

Benefits	Sponsorship Levels			
	Platinum \$1,000	Gold \$500	Silver \$250	Bronze \$100
Overall event co-branding (two spots available)	X			
Auction catalog color ad: Inside front or back cover, full page	X			
Auction catalog color ad: Full page		x		
Auction catalog color ad: Half page			x	
Auction catalog color ad: Quarter page				x
Online auction visibility: Logo, company description, and link	X	x		
Online auction visibility: Logo and company description	X	x	x	
Online auction visibility: Logo	X	x	x	x
All sponsor-related donated item(s) will be a Featured Item on the first page of our online auction	X	x	x	x
Social media visibility via the Unitarian Church of Hinsdale's Facebook page, website, weekly News & Notes newsletter (social media footprint is 30 percent larger than other local churches)	X	x	x	x
Logo presented on signage throughout church (size and location based on level of sponsorship) visible by 1,250 people weekly	X	x	x	x
Number of pairs of tickets (\$50 value/pair) to Spring Thing event	3	2	1	0

Goods and services may be considered for sponsorship in lieu of cash donations.

All business donations and sponsors will be thanked on a Support our Supporters flyer, signage throughout the church, and via social media.

Please complete and submit the Sponsorship Form by **March 25, 2017**—the sooner it's received the greater your visibility and marketing reach.

We look forward to partnering with you and thank you so much for your generous support.

If you have any questions, please contact Jill Jackson at 312.231.9870 or jillnmijackson@gmail.com.

Please keep a copy of this letter to serve as confirmation of your donation. Our tax-exempt identification numbers are Federal: 36-2478396 and IL: 9964-9977-04. Tax exempt letters are available upon request.

Donation/Ad/Sponsorship: _____

Value (\$): _____ Date: _____