



# Intro to Sponsorship Pack-A-Back

An Education Campaign In Partnership With  
Sacred Heart Community Service



# Mission of Pack-A-Back

To show kids how much we care about their future by providing the necessary school supplies to begin a journey of learning so they are excited and prepared to pursue their goals from day one and realize their dreams and the dreams of their parents.



*“Fill a backpack. Fulfill a dream.”*





# MDI Is Proud To Present Pack-A-Back



MDI and its team of sponsors have supported Pack-A-Back since 2007



For the last 10 plus years, MDI and its sponsors have been the largest contributor of backpacks to the program



In total, Sacred Heart Community Service gave out 3,300 backpacks to children in need last year



Although the size of Pack-A-Back has grown significantly over the years, it has yet to fully met the need in our community



# MDI Pack-a-Back Campaign Goals

## Individual

Discover the joy of giving

Learn the value of serving a higher purpose

## Team

Inspire and mentor leaders to cause greatness within their communities

## Community

Unite our community around a common purpose

Grow the program until the need is fully met

## Society

Create educated and empowered children that grow up to make a positive impact on society

## Results

Raise \$50,000 or more from a community that cares

600 kids receive the necessary toolkit to gain an education

## Impact

600 children received the opportunity to fulfill their dreams

The kids know that we value them



# Our Fundraising Tools

1

- Dedicated [website](#) to promote the Pack-A-Back cause and its supporters year round

2

- Online fundraising [platform](#) for volunteers and sponsors to champion the cause and measure their success

3

- Packing Day Event for volunteers and sponsors to see the results of their fundraising efforts and celebrate their accomplishments

4

- Marketing tools, training and leadership to successfully leverage our collective resources and relationships

# BENEFITS FOR YOUR EMPLOYEES

You get to change lives. It's not everyday that you get to change another persons life for the better. By volunteering for Pack-A-Back, you are helping dreams come true.



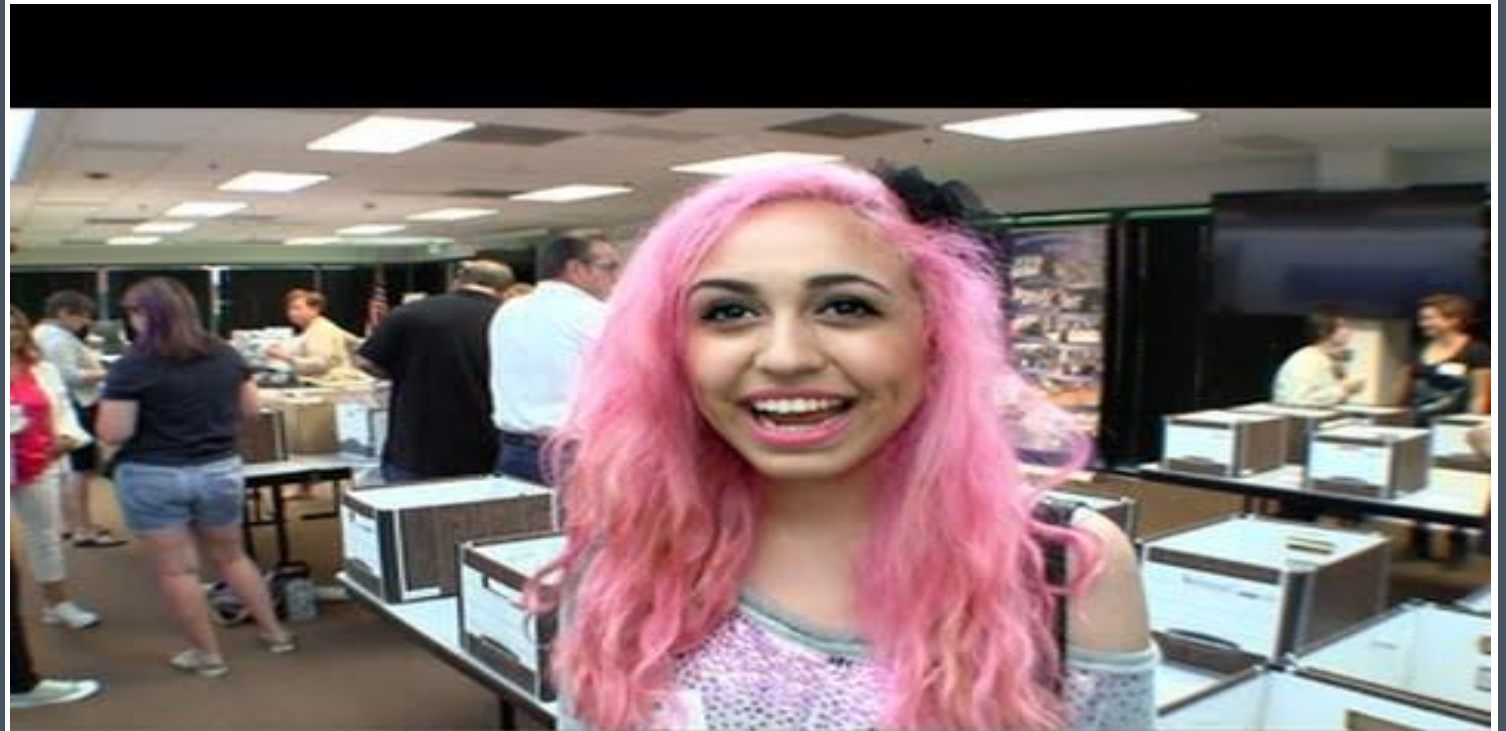


# BENEFITS FOR YOUR COMPANY

- A team building event for employees
- Publicity and brand awareness for your company in the context of community service and giving back
- Photos, videos and other media content to share online
- The opportunity to lead your team in serving a higher purpose

*“The greatest leaders inspire action rather than demand results”*

[Watch the video.](#)





# Corporate Sponsorship Benefits

Sponsorship Level	Supporter (\$1,000)	Advocate (\$2,500)	Dream Catalyst (\$5,000)	Community Builder (\$10,000)
Fundraising Contribution				
Number of Sponsors Per Level	Only Ten	Only Five	Only Three	Only One
Certificate of appreciation	✓	✓	✓	✓
Team photo at packing day event	✓	✓	✓	✓
Name on packing day event video	✓	✓	✓	✓
Logo on website sponsor page	✓	✓	✓	✓
Plaque for business display		✓	✓	✓
Joint press release		✓	✓	✓
Logo on website home page		✓	✓	✓
Banner at packing day event *		✓	✓	✓
Special volunteer opportunities			✓	✓
Banner at registration and giveaway event *			✓	✓
Logo on packing day event video			✓	✓
Exclusive logo placement on website home page				✓
Exclusive press release				✓
Thank you video from MDI and Sacred Heart				✓

\* Events with potential media coverage





# Marketing Toolkit

## PACK-A-BACK 2016

FILL A BACKPACK.



FULFILL A DREAM.

- › Create your own emails, letters, blog posts, and social media posts with pictures, video and branding from the Pack-a-Back Campaign
- › Resources available at <http://packaback.org/share>

Email us at [sponsorship@packaback.org](mailto:sponsorship@packaback.org) with questions.



[Click here to join the Pack-A-Back Team](#)

