

2023

SPONSORSHIP OPPORTUNITIES

Lifeworks invites you to invest in the change we are driving in partnership with people with disabilities - to create accessible, equitable, and diverse communities.

Sponsorships help Lifeworks build relationships and raise funds that ensure we can expand our reach and meet the ambitious goals of our mission.

Our Mission

Lifeworks partners with people with disabilities to drive change by increasing opportunity and access in the community.

Lifeworks is a 501(c)(3) nonprofit and an Equal Opportunity Employer. This information can be provided in an alternate format upon request.



You're in Good Company - Past Corporate Sponsors



Save the Date!
2023 Lifeworks
Annual Celebration!
Thursday, April 20, 2023



Reach a New Audience

Lifeworks has a presence throughout the Twin Cities and southern Minnesota – and our reach is expanding. Join our network of over 45 sponsors and nearly 600 community partners in celebrating diversity and demonstrating your commitment and support.

Sponsor levels include annual and event-specific benefits and can be tailored to your company's needs.

Talk with Lori-Anne Williams
lwilliams@lifeworks.org or
651-587-4267 to customize
your benefit package.

Premier Sponsor - \$35,000 and above

- **Logo presence on out-of-home ad campaign** - *Exclusive benefit*
 - » 3-month campaign with an estimated 20 million views, including additional media.
- **Feature in Lifeworks blog post**
 - » An evergreen story describing our partnership.
- **Partnership spotlight in e-newsletter**
 - » A short article about our partnership (including your logo) in an email sent to our audience of nearly 7,500 individuals.
- **Program Ad for Annual Celebration**
 - » A two-page spread in printed booklet at our event on April 20, 2023, seen by 500+ mission-focused individuals from around the Metro – program readership is high during the event. The program will also be posted online.
- **Presence on Annual Celebration invitation**
 - » If written confirmation is received by January 6, 2023, your color logo will be featured on the front of the invitation mailed to 5,000 individuals and emailed to nearly 7,500 individuals.
- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, company logo with a 30-second message.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your logo will be featured on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your linked logo and tagline will be prominently featured on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Logo listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your color logo prominently at the top of the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 50 seats at Lifeworks Annual Celebration (based on tables of ten).

Event Presenting Sponsor - \$25,000

- **Partnership spotlight in e-newsletter**
 - » A short article about our partnership (including your logo) in an email sent to our audience of nearly 7,500 individuals.
- **Program Ad for Annual Celebration**
 - » A full-page ad in printed booklet at our event on April 20, 2023, seen by 500+ mission-focused individuals from around the Metro – program readership is high during the event. The program will also be posted online.
- **Presence on Annual Celebration invitation**
 - » If written confirmation is received by January 6, 2023, your color logo will be featured on the front of the invitation mailed to 5,000 individuals and emailed to nearly 7,500 individuals.
- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, company logo with a 30-second message.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your logo will be featured on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your linked logo and tagline will be prominently featured on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Logo listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your color logo included in the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 40 seats at Lifeworks Annual Celebration (based on tables of ten).

Specialty Sponsor - \$15,000

Become our Wine or Welcome Sponsor! (Program sponsorship sold!)

Your choice – either Wine Sponsor or Welcome Sponsor

- **Wine sponsor: a tag with your logo will be on each bottle of complimentary wine at every sponsored table at the Annual Celebration.**
– OR –
- **Welcome sponsor: your logo will be featured on a take-home gift at every attendee's seat at the Annual Celebration.**
- **Partnership featured in e-newsletter**
 - » Your logo featured in an email sent to our audience of nearly 7,500 individuals.
- **Program Ad for Annual Celebration**
 - » A half-page ad in printed booklet at our event on April 20, 2023, seen by 500+ mission-focused individuals from around the Metro – program readership is high during the event. The program will also be posted online.
- **Presence on Annual Celebration invitation**
 - » If written confirmation is received by January 6, 2023, your color logo will be featured on the invitation mailed to 5,000 individuals and emailed to nearly 7,500 individuals.
- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, company logo with a 10-second message.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your company name will be featured on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your linked logo will be prominently featured on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Logo listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your color logo included in the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 30 seats at Lifeworks Annual Celebration (based on tables of ten).

Platinum Sponsor - \$10,000

- **Program Ad for Annual Celebration**
 - » A half-page ad in printed booklet at our event on April 20, 2023, seen by 500+ mission-focused individuals from around the Metro – program readership is high during the event. The program will also be posted online.
- **Presence on Annual Celebration invitation**
 - » If written confirmation is received by January 6, 2023, your color logo will be featured on the invitation mailed to 5,000 individuals. and emailed to nearly 7,500 individuals.
- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, company logo with a 10-second message.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your company name will be featured on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your linked logo will be prominently featured on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Color logo listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your color logo included in the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 30 seats at Lifeworks Annual Celebration (based on tables of ten).

Gold Sponsor - \$5,000

- **Program Ad for Annual Celebration**
 - » A quarter-page ad in printed booklet at our event on April 20, 2023, seen by 500+ mission-focused individuals from around the Metro – program readership is high during the event. The program will also be posted online.
- **Presence on Annual Celebration invitation**
 - » If written confirmation is received by January 6, 2023, your company name will be featured on the invitation mailed to 5,000 individuals and emailed to nearly 7,500 individuals.
- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, company logo will be featured.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your company name will be listed on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your logo will be listed on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Color logo listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your color logo included in the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 20 seats at Lifeworks Annual Celebration (based on tables of ten).

Silver Sponsor - \$2,500

- **Presence on Annual Celebration invitation**
 - » If written confirmation is received by January 6, 2023, your company name will be listed on the invitation mailed to 5,000 individuals and emailed to nearly 7,500 individuals.
- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, company name will be featured.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your company name will be featured on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your logo will be listed on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your company name included in the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 10 seats at Lifeworks Annual Celebration (based on tables of ten).

Bronze Sponsor - \$1,500

- **Pre-event video presence at Annual Celebration**
 - » Played in the half-hour before our Annual Celebration at the Depot and online, your company name will be listed.
- **Presence on Annual Celebration save-the-date**
 - » If written confirmation is received by December 9, 2022, your company name will be featured on the save-the-date postcard mailed to 5,000 individuals.
- **Website Recognition (full year)**
 - » Your company name will be listed on the Corporate Partnership page of lifeworks.org.
- **Lifeworks Annual Report Recognition**
 - » Listing in Lifeworks 2023 Annual Report.
- **Sponsorship toolkit**
 - » Lifeworks will provide you with a toolkit including sample social media messages, images, blog post, and boilerplate language for your organization to promote our partnership.
- **Sponsor Pages in Annual Celebration program**
 - » Your company name included in the sponsor listing in Annual Celebration program.
- **Reserved seats at Annual Celebration**
 - » 10 seats at Lifeworks Annual Celebration (based on tables of ten).

SPONSOR BENEFITS

	PREMIER \$35,000 +	PRESENTING \$25,000	SPECIALTY \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
Reserved seats at Annual Celebration	50	40	30	30	20	10	10
Sponsor Pages in Annual Celebration Program	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo	Listing	Listing
Sponsorship Toolkit	●	●	●	●	●	●	●
Lifeworks Annual Report Recognition	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo	Listing	Listing
Website Recognition (full year)	Linked Logo & Tagline	Linked Logo & Tagline	Linked Logo	Linked Logo	Logo	Logo	Listing
Presence on Annual Celebration Save-the-Date*	Color Logo	Color Logo	Listing	Listing	Listing	Listing	Listing
Pre-event Video Presence at Annual Celebration	30-Second Video	30-Second Video	10-Second Tagline	10-Second Tagline	Logo in Video	Listing in Video	Listing in Video
Presence on Annual Celebration Invitation**	Color Logo on Cover	Color Logo on Cover	Color Logo	Color Logo	Listing	Listing	
Program Ad for Annual Celebration	Two-Page Spread	Full Page	Half Page	Half Page	Quarter Page		
Partnership Spotlight in E-newsletter	Feature Article	Feature Article	Logo				
Feature in Lifeworks Blog Post	●						
Logo Presence on Out-of-Home Ad Campaign	●						
Exclusive Logo Placement (see below)			●				

Annual Celebration Specialty Sponsors have the opportunity for exclusive logo placement on key event-related materials that will be placed on every sponsored table or at each attendee's seat at the event.

*If confirmed by December 9, 2022 | **If confirmed by January 6, 2023

Benefits run January through December 2023

