

Dear friends,

Greetings from the team at **Maryhurst!**

We're thrilled to begin a partnership with your organization that will create real impact for Kentucky families and children who are hurting. Our Week of Hope fundraiser is an awesome place to begin working with our mission, as it's a time when we highlight all the ways that our many generous supporters empower Maryhurst's work to transform the lives of families facing crisis and children who have survived abuse.

2022's Week of Hope will be our most important giving moment of the year. With the funds raised during last year's Week of Hope, we were able to provide care and support to more than 700 children and families – many of whom are impacted by trauma and would be hospitalized or moved out of state if they didn't have access to Maryhurst services.

I'm writing to ask for your support for this year's event. The 2022 Week of Hope will be held from Tuesday, June 7 to Saturday, June 11. I hope you'll participate as we share transformational stories led by the children and families who inspire us daily. Excitingly, for the first time since 2019, we're also planning to hold our **in-person Journey of Hope Luncheon** to get things kicked off on 6/7.

The attached packets contain information about the event and your potential sponsorship. If you have any questions, please contact Lori Cecil at 502.271.4523 or [lcecil@maryhurst.org](mailto:lcecil@maryhurst.org).

Thank you in advance for your consideration. We look forward to hearing from you and welcoming you as a sponsor!

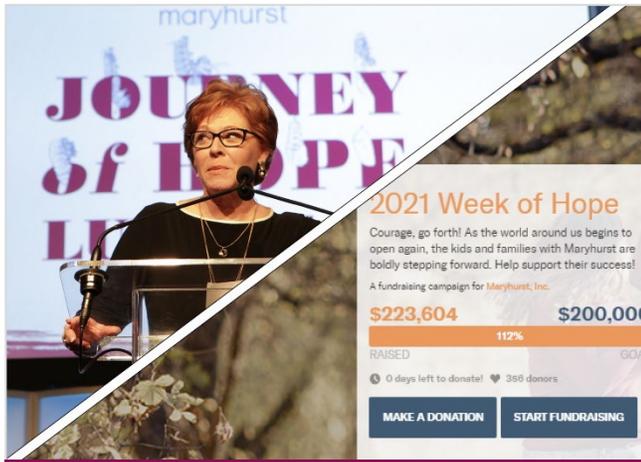
Sincerely,



Paul Dorner

**Saving kids' lives. Strengthening families.**

## About 2022 Week of Hope



**NEW Hybrid Format:** In-person Luncheon (*top*), Weeklong Digital Fundraiser (*bottom*)

**Week of Hope Fundraiser, Jun 7<sup>th</sup>-11<sup>th</sup>**  
 Kicks off with *Journey of Hope Luncheon* on Tues, 6/7 at the downtown Louisville Galt House hotel, 12:00-1:00pm

In 2022, Maryhurst will debut a brand-new, hybrid approach to our signature annual fundraiser, the Week of Hope. This year, we'll be combining our traditional in-person luncheon with a weeklong digital event we introduced in 2020. The Week of Hope is an online peer-to-peer fundraising campaign where we bring our mission to life by sharing a series of client stories, staff testimonials, and other virtual engagement opportunities. A smaller group of local leaders and supporters will gather at Tuesday's luncheon, hear these stories, then invite their friends and family to help us meet our donation goal online throughout the week.

## Week of Hope By the Numbers

<p>~300</p>	<p>In-person Luncheon Guests        We're limiting the number of in-person guests this year, but <i>thousands</i> more visit our fundraising landing page and refer their friends, which means MORE visibility for your brand</p>
<p>25+</p>	<p>Companies/Institutions Investing in our Event</p>
<p>&gt; 250,000</p>	<p>Media Impressions        typical coverage in WLKY, Business First, Today's Woman, etc.</p>
<p>10,000</p>	<p>Social Media – Reach for Week of Hope Posts        Maryhurst channels include Website, Facebook, Twitter, and Instagram</p>

## Week of Hope Identity Samples



2021 Post-event ad placed in *Today's Woman* thanking our sponsors.



2021 Fundraiser Toolkit



2019 Sponsor signage in event venue foyer

**Saving kids' lives. Strengthening families.**

# 2022 Week of Hope Sponsorship Opportunities *(Includes Journey of Hope Luncheon)*



## CHAMPION SPONSOR

**\$15000+**

- » 2 Tables for 10 at Journey of Hope Luncheon
- » Signage of logo displayed on stage; logo displayed in event PowerPoint during program
- » Verbal and/or logo recognition within each day of 5-day Week of Hope online posts
- » Opportunity to self-tape video to be published by Maryhurst during Week of Hope
- » Company name and website link on Maryhurst website for one year
- » Company name and website included in all Week of Hope press materials
- » Logo recognition in all Luncheon printed materials (program, welcome signs, etc.)
- » Logo recognition in all virtual materials (peer-to-peer fundraising links, event page, social media posts, videos, etc.)
- » Logo in promo print ads in print media



## MONARCH SPONSOR

**\$5000**

- » Table for 10 at Journey of Hope Luncheon
- » Logo recognition in all printed materials (program, welcome signs, etc.)
- » Logo displayed during online Luncheon video and other social media shout-outs
- » Logo inclusion in PowerPoint presentation before and after program
- » Company logo recognition on virtual fundraising platforms (i.e. peer-to-peer fundraising links)
- » Company logo in promo ads in print media
- » Logo recognition on event webpage



## FLIGHT SPONSOR

**\$10000 - \$7500**

- » Table for 10 at Journey of Hope Luncheon
- » Logo recognition in all printed materials (program, welcome signs, etc.)
- » Logo displayed in event PowerPoint during program
- » Logo displayed during online Luncheon video and other social media shout-outs
- » Recognition as provider of matching gift on all virtual fundraising platforms (online peer-to-peer links, etc.) AND at in-person luncheon
- » Opportunity to self-tape video to be published by Maryhurst during Week of Hope
- » Company logo in promo ads in print media
- » Logo recognition on event webpage



## HOPE SPONSOR

**\$2500**

*Select one of the lists below, **IN-PERSON:***

- » Half-table (5 guests) at Luncheon
- » Company name inclusion in PowerPoint presentation before and after program
- » Company name recognition in all printed materials (program, welcome signs, etc.)
- » Company name in promo ads in print media

*Or, **VIRTUAL:***

- » Company name in Social Media Shout Out during one day of the Week of Hope
- » Company name in promo ads in print media
- » Company name recognition on event webpage
- » Company name recognition on virtual fundraising platforms

*Thank you for your support of Maryhurst's work as we help transform the lives of Kentucky kids & families who are hurting!*

**Saving kids' lives. Strengthening families.**

**Commitment Form**

---

- YES, I would like to support Maryhurst’s 2022 Week of Hope event by committing to the **HOPE, DIGITAL** (\$2500) / **HOPE, IN-PERSON** (\$2500) / **MONARCH** (\$5000) / **FLIGHT** (\$7500-\$10000) / **CHAMPION** (\$15,000) level of investment. (*circle level above or indicate total amount here: \_\_\_\_\_*)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Thank you for your contribution!



“Maryhurst has shown me what I could be... that I could be stronger and was worthy of a life better than the one I was brought up in.”

**Kaitlyn, Age 17**

**For more information or to discuss the luncheon further, please contact:**

**Lori Cecil**

502.271.4523

[lori.cecil@maryhurst.org](mailto:lori.cecil@maryhurst.org)

**Saving kids’ lives. Strengthening families.**