



Video Series Sponsorship Opportunity

Hope for Bellingham: Response to Homelessness

Dear Friend,

Homelessness is at record highs and the pandemic brings about an entirely different layer of issues for struggling people. For the last 98 years, Lighthouse Mission Ministries has been serving people who are homeless. Over those years the needs of our community have grown.

As a result, we want to increase awareness and education to Bellingham and Whatcom County. We are excited to announce a five-part series called *Hope for Bellingham: Response to Homelessness*.

This professionally-produced video series will walk viewers through the struggles of a person who is homeless, how Lighthouse Mission addresses the root causes of homelessness in someone's life, and what it looks like to thrive after being homeless.

I'm reaching out to you because you are a friend to the Mission. We are seeking companies to sponsor this video series and show the community there is hope...I know that you already have a deep concern for people who are facing homelessness and I hope you can help.

We have some exciting sponsorship opportunities for you including Advertising Sponsor, Episode Sponsor, Series Sponsor, and the Presenting Sponsor. Details for each are included on the reverse side.

Show the community that your business cares about one of the biggest issues Whatcom County faces. **Through your sponsorship of an episode or the entire series, your business will engage the community in the real problem of homelessness and move the needle toward real solutions.**

We will follow up with you shortly after you receive this letter.

Contact:

Rachel Kunkel-Patterson
Dir. of Annual Giving
Lighthouse Mission Ministries
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360.733.5120 ext. 104



Episodes:

3-6 minutes each

1. The Harsh Reality of Homelessness: Broken relationships
2. Building Trust: First steps towards healing
3. The Road to Recovery: Addressing trauma, addiction, and mental health
4. The Road to Recovery: Addressing domestic violence
5. Restoration: Getting your life back

Please respond by April 22nd to get the most out of your sponsorship!

See reverse for available sponsorship levels.



Lighthouse Mission Ministries
PO Box 548 | 910 W Holly St
Bellingham, WA 98227
360.671.1562
www.thelighthousemission.org

**Educate and show our community
there is hope for people facing
homelessness!**

- ☐ Presenting Sponsor (\$10,000)
- ☐ Series Sponsor (\$5,000)
- ☐ Episode Sponsor (\$1,000)
- ☐ Advertising Sponsor (\$500)

Here's our sponsorship gift of: \$ _____

Company Name: _____

Address: _____

Contact Name: _____

Email: _____

Phone: _____

Video Series Sponsorship Opportunities

Hope for Bellingham: Response to Homelessness

Advertising Sponsor
\$500 (10 available)

- Listed on Facebook event & Mission website
- Included in announcement email
- One social media posts for each episode
 - Video post (reach of 5,000+)

Episode Sponsor
\$1,000 (5 available)

- Logo in episode of your choice
- Listed on episode’s YouTube description, Facebook event, & Mission website with link
- Included in episode email campaign
- Three social media posts for the episode
 - Announcing video
 - Video post (reach of 5,000+)
 - After episode is posted

Series Sponsor
\$5,000 (2 available)

- Logo in all five episodes of series
- Listed on all five episode’s YouTube description, Facebook event & Mission website with link
- Included in series email campaign (six emails)
- Three social media posts for each episode (15 total)
 - Announcing video
 - Video post (reach of 5,000+)
 - After episode is posted

Presenting Sponsor
\$10,000 (1 available)

Series Sponsor benefits Plus:

- First-tier brand placement on each video & all media
- Series announcement & reminder social media posts
- First-tier mention in YouTube description of each episode
- First-tier logo placement on Mission website event post
- Guest spot on KGMI Radio’s Community Connections

Please respond by April 22nd to get the most out of your sponsorship!

Please accept my credit card donation: (please print)

Card Holder’s Name: _____

Card type: _____ Card number: _____

Exp: _____ Amount: \$ _____

Signature: _____



Thank you for your support!

Lighthouse Mission Ministries
910 W Holly St | PO Box 548
Bellingham, WA 98227
(360) 671-1562
TheLighthouseMission.org
Tax ID 91-0659437

Thank you! Donations to the Mission are tax deductible to the fullest extent allowed by law. Any gifts received above our current need will be used to help care for the people we serve throughout the year.