



**MERRICK**  
Community Services

## 6<sup>th</sup> Annual Mix & Mingle

**DATE:** OCTOBER 10, 2019 6:00-9:00pm

**Venue:** Hosted at the award-winning Bell Museum

**EVENT DESCRIPTION:** The Merrick Mix & Mingle fundraiser is a social gathering of 200+ philanthropists, community leaders, organizational partners, and friends of Merrick. This cocktail-style event will be an engaging networking opportunity for all interested in making a difference on Saint Paul's East Side. The event will include live music and entertainment, heavy hors d'oeuvres, live and silent auctions, and an inspirational program highlighting Merrick's impact in the East Side community.

**EVENT WILL BENEFIT:** Individuals, youth, and families struggling with poverty, hunger, unemployment, and other challenges. Each year, Merrick Community Services supports more than 15,000 residents of Saint Paul's East Side through its Food Shelf, Employment Services, and Senior Services, Youth Services, and Family Services programs.

**MERRICK'S MISSION:** To improve the lives of the residents of the East Side of Saint Paul by empowering individuals, strengthening families, and promoting their independence.

**SPONSORSHIPS:** Sponsorship levels include \$15,000 (Anchor), \$10,000 (Matching), \$5,000 (Premium), \$2,500 (Platinum), \$1,000 (Gold), and \$500 (Silver). See sponsorship benefits on next page.

### **PROMOTIONAL OPPORTUNITIES FOR SPONSORS:**

**Website:** Your company's logo is featured on Merrick's website with a link to your company's site. The webpage is live for eight weeks and will be seen by an estimated 4,000 unique users.

**Social media:** Merrick's followers on Facebook and Twitter receive news and updates about the event and your company's involvement. Followers are encouraged to share the news.

**Earned media:** A news release is sent to all media sponsors on the day of the event, acknowledging the support of event sponsors.

For more information, visit [www.merrickcs.org/mmm](http://www.merrickcs.org/mmm) or contact Taronda Richardson, Director of Resource Development at [trichardson@merrickcs.org](mailto:trichardson@merrickcs.org) or 651-219-5557.

## SPONSORSHIP LEVELS

	<b>Benefits at the Event</b>	<b>Website Promotions</b>	<b>Email &amp; Social Promotions</b>	<b>Earned Media Promotions</b>
<b>ANCHOR \$15,000</b>	Recognition as presenting sponsor Opportunity to speak at event  Two tables for eight at event, including dinner and logo on sign at table Logo on program cover ½-sheet ad space in program Signage on table Logo in event PowerPoint Logo on event logo	Logo on event webpage for up to eight weeks and seen by an estimated 4,000 users  100-word description of company on event webpage	Logo in two email promotions of event sent to 4,000 users each time  Company name mention and link in two Facebook and Twitter status updates promoting event	News releases/invitations sent to media outlets will include acknowledgment of event sponsors.
<b>MATCHING \$10,000</b>	Introduced as a 1:1 challenge match for donations up to \$10,000 Table for eight at event, including dinner and logo on sign at table Logo on program cover 1/2-sheet ad space in program Signage on table Logo in event PowerPoint Logo on event signage	Logo on event webpage for up to eight weeks and seen by an estimated 4,000 users  100-word description of company on event webpage	Logo in two email promotions of event sent to 4,000 users each time  Company name mention and link in two Facebook and Twitter status updates promoting event	News releases/invitations sent to media outlets will include acknowledgment of event sponsors.
<b>PREMIUM \$5000</b>	Table for eight at event, including dinner and logo on sign at table Logo on program cover 1/2-sheet ad space in program Signage on table Logo in event PowerPoint Logo on event signage	Logo on event webpage for up to eight weeks and seen by an estimated 4,000 users  100-word description of company on event webpage	Logo in two email promotions of event sent to 4,000 users each time  Company name mention and link in two Facebook and Twitter status updates promoting event	News releases/invitations sent to media outlets will include acknowledgment of event sponsors.
<b>PLATINUM \$2,500</b>	Table for eight at event, including dinner and logo on sign at table 1/4-sheet ad space in program  Signage on table Logo in event PowerPoint	for up to eight weeks and seen by an estimated 4,000 users  50-word description of company on event webpage	Company name in two email promotions of event sent to 4,000 users each time  Company name mention and link in two Facebook and Twitter status updates	
<b>GOLD \$1000</b>	Table for eight at event, including dinner and logo on sign at table 1/8-sheet ad space in program Logo in event PowerPoint	Logo on event webpage for up to eight weeks and seen by an estimated 4,000 users	Company name mention and link in two Facebook and Twitter status updates	
<b>SILVER \$500</b>	Table for two at the event 1/16-sheet ad space in program Logo in event PowerPoint	Logo on event webpage for up to eight weeks and seen by an estimated 4,000 users	Company name mention and link in two Facebook and Twitter status updates	