



Paint the Town Sponsorship Opportunities

• Title Sponsor - \$25,000

Title Sponsor will receive naming rights for the event (i.e. “Paint the Town 2012 presented by Sponsor”). Sponsor will also receive the following benefits:

- Houses Allotment – PTT Houses to support company volunteers.
- Press - Inclusion in all press for the event (print, television, radio, online).
- Signage – Signage at all sponsor houses and banner at registration.
- T-shirts – Special designation on sleeve of t-shirt.

• House Sponsor - \$2,000

Sponsor will also receive the following benefits:

- Paint the Town House – Your company will be provided one house per sponsorship to be painted by employees, friends and/or Give Back Cincinnati volunteers. This provides a unique team building experience for your employees unlike any other.
- Website Recognition before, during, and after the event.
- Signage – House sign at your company’s house featuring company name.
- T-shirts – Your company logo will be listed on the back of the shirt.
- All equipment, food, and tools will be provided at the house for your team.

• In-Kind – Cash Equivalent \$2,000

Sponsor will also receive the following benefits:

- Website Recognition before, during, and after the event.
- T-shirts – Your company logo will be listed on the back of the shirt.
- Volunteer Pre-Assignment – Your volunteers will be able to sign up as a group and be assigned to a house in advance of event day.

• After Party Title Sponsor - \$5,000

Sponsor will also receive the following benefits:

- Website Recognition before, during, and after the event.
- T-shirts – Your company logo will be listed on the back of the shirt.
- Volunteer Pre-Assignment – If you have volunteers, your volunteers will be able to sign up as a group and be assigned to a house in advance.
- Recognition at after party with banner listing after party title sponsor.



Paint the Town Sponsor Information:

In support of Give Back Cincinnati's* premier event, **Paint The Town**, we are offering sponsors several ways to get involved. Below is a brief description of the event, followed by descriptions of the options for sponsorship and pictures from our previous events.

Paint the Town 2012

- Volunteers will prepare and paint 40, owner-occupied homes in the Cheviot community of Cincinnati. All houses will be painted on June 9, 2012. In case of rain, a rain date one month later has been designated.
- Homes will be identified via application distributed within the community through civic and church leaders and the local press. Homeowners will apply for Give Back Cincinnati's service. Experienced Give Back Cincinnati members will assess and select the homes based upon fit with individual homeowner needs and our capabilities and resources.
- Once selected, a team lead will be identified to work with the homeowner to define the needs, select paint from the Paint the Town paint palettes (from Sherwin-Williams), and coordinate preparations for the day of the event.
- Give Back Cincinnati will work with the team lead to build/secure a team of approximately 20-35 volunteers as well as all the equipment needed for the event.



**Give Back Cincinnati, Inc., is a federally tax-exempt organization as described in 501.c.3 of the Internal Revenue Service Code. All donations made to this charitable, public organization are thereby tax-exempt.*



Paint the Town Sponsorship Responsibilities and Key Dates

Requirements for Title and House Sponsorship

- **Verbal or Written Commitment – February 22nd** – to guarantee participation all sponsors must be identified. After this date, Give Back Cincinnati can not guarantee availability. Contact pttsponsor@givebackcincinnati.org to confirm sponsorship.
- **Payment for Sponsorship – March 15th** – Payments not made by this date may forfeit right to sponsorship.
- **Identify Team Lead – February 22nd** - Team lead will act as the point person for Give Back Cincinnati and the homeowner leading up to and during the actual event. The team leader will spend approximately 15-20 hours (total before event day) in this role. They will attend two team lead meetings, and will meet with the homeowner at least once prior to event day.
 - *Note #1: Estimated team size is required at time of committing. If you believe your team will include 15 or less volunteers you will be paired with another team for house painting.*
- **Identify Registration Lead – March 15th** – Registration Lead will act as the primary point person for volunteer recruitment and communication for your team. They will work with a member of the Paint the Town Membership team to organize recruitment of volunteers. They will also arrive at registration the day of the event at 7:30 AM to check in volunteers. This person will also attend the first Paint the Town Team Lead meeting.
 - *Note #1: To participate in the event, all team members must sign a waiver and must be 18 years or older.*
- **Provide Company Logo – March 15th** – Provide vector artwork in color and black and white.
- **Press** - Coordinate any public relations efforts with Paint the Town Public Relations Director.
- **Team Lead/Registration Lead Training – April 11th**
- **Prep Day for Homes – May 19** – There will be only 1 prep day this year, and we are asking all participants to provide at least 8 volunteers on this day to come out and do some basic prep work (power wash, scraping, spot priming, etc).
- **Team Lead Supply Pick-Up – June 6th**
- **Paint the Town – June 9th**

Requirements for In-Kind Sponsorship

There are many requirements to support **Paint the Town** including food, t-shirts, advertising materials, etc. Your company/group may want to contribute financial or other support.

- **Verbal or Written Commitment – March 15th** – to guarantee participation all sponsors must be identified. After this date, Give Back Cincinnati can not guarantee availability. Contact pttsponsor@givebackcincinnati.org to confirm sponsorship.
- **Identify Registration Lead – March 15th** – Registration Lead will act as the primary point person for volunteer recruitment and communication for your team. They will work with a member of the Paint the Town Membership team to organize recruitment of volunteers. They will also arrive at registration the day of the event at 7:30 AM to check in volunteers. This person will also attend the first Paint the Town Team Lead meeting.

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- *Note #1: In-Kind sponsors are partnered with other teams to paint. Estimated team size is due at the time of commitment to ensure we can pair teams appropriately.*
- *Note #2: To participate in the event, all team members must sign a waiver and must be 18 years or older.*
- **Provide Company Logo – March 15th** – Provide vector artwork in color and black and white.
- **Provide Value of In-Kind Donation – March 15th**

Requirements for After Party Title Sponsor

There are other opportunities to support the after party and they are listed in the In-Kind donation requirement. These requirements are specifically for a cash after-party sponsor.

- **Verbal or Written Commitment – March 15th** – to guarantee participation all sponsors must be identified. After this date, Give Back Cincinnati can not guarantee availability. Contact pttsponsor@givebackcincinnati.org to confirm sponsorship.
- **Identify Registration Lead – March 15th** – Registration Lead will act as the primary point person for volunteer recruitment and communication for your team. They will work with a member of the Paint the Town Membership team to organize recruitment of volunteers. They will also arrive at registration the day of the event at 7:30 AM to check in volunteers. This person will also attend the first Paint the Town Team Lead meeting.
 - *Note #1: To participate in the event, all team members must sign a waiver and must be 18 years or older.*
- **Provide Company Logo – March 15th** – Provide vector artwork (.eps/.ai) in both color and black and white.
- **Payment for Sponsorship – April 15th** – Payments not made by this date may forfeit right to sponsorship.

If you or anyone from your company has questions about these sponsorship options or how to get involved and/or contribute to other Give Back Cincinnati events, please see our website at www.paintthetowncincinnati.org or contact Joe Hansbauer at pttsponsor@givebackcincinnati.org.



**Give Back Cincinnati, Inc., is a federally tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. All donations made to this charitable, public organization are tax-deductible.*



Paint the Town Success Stories

Date	Location	Houses	Volunteers	Volunteer Hours
June, 8 2002	Columbia Tusculum	4	130	1170
June 7, 2003	Price Hill	11	250	2250
June 12, 2004	Northside	18	525	2230
June 11, 2005	Madisonville	25	600	3600
June 10, 2006	Hartwell/Carthage	30	900	5400
June 9, 2007	College Hill	35	1000	6500
June 14, 2008	Covington	47	1100	7175
June 13, 2009	Price Hill	42	1100	7175
June 12, 2010	Avondale/Evanston	58	1400	9100
June 11, 2011	Dayton/Bellevue, KY	40	1100	6975
Total		310	8105	51575

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Paint the Town Pictures - Before and After pictures... a little bit of paint goes a long way!



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