



# Paint the Town Sponsorship Opportunities

## • Title Sponsor - \$25,000

Title Sponsor will receive naming rights for the event (i.e. "Paint the Town 2013 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 2013

- Volunteers will prepare and paint 40, owner-occupied homes in the Norwood community of Greater Cincinnati. All houses will be painted on June 8, 2013. In case of rain, a rain date one day 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**

- **Commit:**
  1. **January 25<sup>th</sup> - Verbal or Written Commitment** – to guarantee participation all sponsors must be identified. After this date, Give Back Cincinnati can not guarantee availability. Contact Matthew Lafkas at [pttsponsor@givebackcincinnati.org](mailto:pttsponsor@givebackcincinnati.org) to confirm sponsorship.
  2. **February 15<sup>th</sup> - Payment for Sponsorship** – Payments not made by this date may forfeit right to sponsorship.
  3. **February 15<sup>th</sup> - Provide Company Logo** – Provide vector (.eps/.ai) artwork in color and black and white.
- **Lead:**
  1. **February 22<sup>nd</sup> - Identify Team Lead** –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.
    - i. *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.*
  2. **March 15<sup>th</sup> – Identify Registration Lead** –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.
    - i. *Note #1: To participate in the event, all team members must sign a waiver and must be 18 years or older.*
  3. **April 10<sup>th</sup> - Team Lead Overview Meeting**
  4. **\*\*Press** - Coordinate any public relations efforts with Paint the Town Public Relations Director.
- **Paint!!!!**
  1. **Saturday May 18 – Prep Day for Homes** –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).
  2. **Wednesday June 5<sup>th</sup> - Team Lead Supply Pick-Up** (Evening)
  3. **Saturday June 8<sup>th</sup> - Paint the Town in Norwood, Ohio!!**



### **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.

- **Commit:**
  1. **Verbal or Written Commitment – February 15<sup>th</sup>** – to guarantee participation all sponsors must be identified. After this date, Give Back Cincinnati can not guarantee availability. Contact [pttsponsor@givebackcincinnati.org](mailto:pttsponsor@givebackcincinnati.org) to confirm sponsorship.
  2. **Provide Company Logo – February 15<sup>th</sup>** – Provide vector artwork in color and black and white.
  3. **Provide Value of In-Kind Donation – February 15<sup>th</sup>**

### **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.

- **Commit:**
  1. **Verbal or Written Commitment – February 15<sup>th</sup>** – to guarantee participation all sponsors must be identified. After this date, Give Back Cincinnati can not guarantee availability. Contact [pttsponsor@givebackcincinnati.org](mailto:pttsponsor@givebackcincinnati.org) to confirm sponsorship.
  2. **Provide Company Logo – February 15<sup>th</sup>** – Provide vector artwork (.eps/.ai) in both color and black and white.
  3. **Payment for Sponsorship – March 15<sup>th</sup>** – 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](http://www.paintthetowncincinnati.org) or contact Matthew Lafkas at [pttsponsor@givebackcincinnati.org](mailto:pttsponsor@givebackcincinnati.org).



Give Back Cincinnati, Inc., is a federally tax-exempt 501(c)(3) organization. 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	60	1400	9100
June 11, 2011	Dayton/Bellevue, KY	40	1100	6975
June 9, 2012	Cheviot	40	1200	7800
<b>Total</b>		<b>352</b>	<b>9,305</b>	<b>59,375</b>

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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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