



2020 PARTNERSHIP OPPORTUNITY



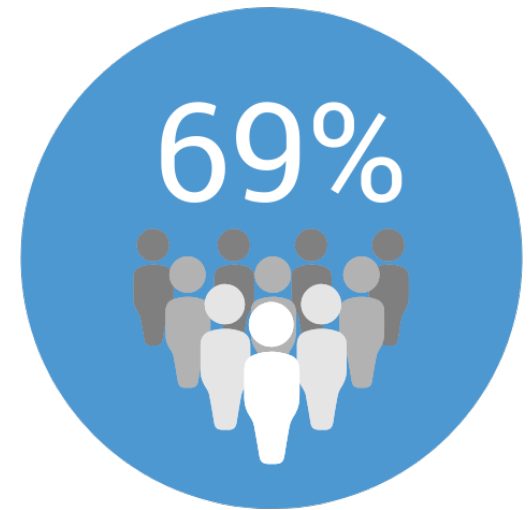
The Community Foundation of Louisville is excited to host the seventh annual Give For Good Louisville on September 17, 2020. We stand ready to serve our community by bringing nonprofits, donors, and civic partners together during this 24-hour celebration of philanthropy.

In 2019, more than 500 local nonprofits collectively raised \$6.8 million from nearly 20,000 unique donors. In the first six years, Give For Good Louisville has helped nonprofits raise over \$26.2 million to support organizations from all different sectors of our community. This unprecedented success is due largely in part to our generous partners and donors.

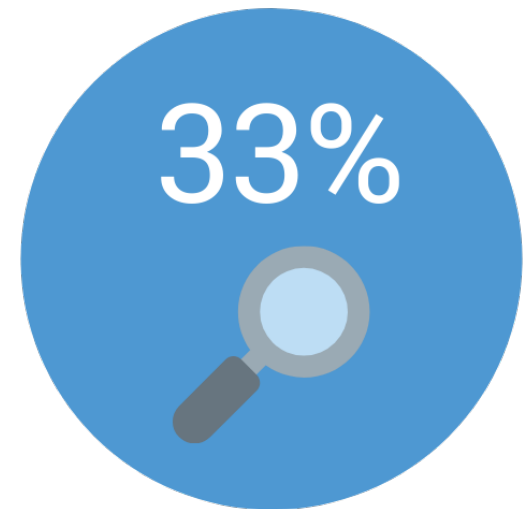
Our partners stand above the crowd to support capacity-building training opportunities, engage in targeted marketing efforts, and to create a robust incentive pool. Your support maximizes exposure and promotes incentives, which drives donations to the participating nonprofits. Overall, your support demonstrates your commitment to our great community.

Your Support Will:

- Increase nonprofit exposure
- Create a robust incentive pool for nonprofit prizes
- Maximize community engagement between nonprofits, donor, and civic partners
- Demonstrate your commitment to the local nonprofit community



69% of nonprofits acquired new donors through Give For Good Louisville



33% of donors supported organizations for the first time through Give For Good Louisville

Level	Support	Opportunities
Presenting Partner	>\$40,000	Significant, branded incentive contributions and prizes for nonprofits Examples: <ul style="list-style-type: none"> • Two grand prizes • Match minutes • Golden ticket • Donation station
Premier Partner	\$15,000 - \$39,999	Incentive contributions and prizes for nonprofits Examples: <ul style="list-style-type: none"> • Incentive pool funding • Strategic prizes • Grand prize
Supporting Partner	\$10,000 - \$39,999	Training, events, and promotion Examples: <ul style="list-style-type: none"> • Nonprofit training camp • Facebook Live partner
Foundation Partner	\$10,000	Incentive contributions and prizes for nonprofits
Community Partner	varies	In-kind contribution + incentive contributions for nonprofits
Media Partner	varies	Promotion, advertising, and earned media + incentive contributions for nonprofits

**The Community Foundation of Louisville reserves the right to use 5% of contributed funds to support Give For Good Louisville related operational costs.*

What is the Give For Good Louisville prize pool?

The Give For Good Louisville prize pool directly benefits participating nonprofits and is comprised of monetary incentives offered throughout the 24-hour giving day. The different matches, grand prizes, and strategic prizes help maximize exposure for nonprofits, which drives donations to their organizations. In 2019, the prize pool benefitted over 75% of participating organizations.

During Give For Good Louisville your organization has the opportunity to be seen by thousands of people. Based on website traffic and the Foundation's followers, your support will be recognized in a number of ways. Not only will your support show your commitment to nonprofits, but it will be a wise marketing investment for your organization.



www.giveforgoodlouisville.org
received over **146,000** visits for
Give For Good Louisville 2019



Over **26 million** impressions
generated on social media



38 email campaigns sent to a
maximum audience of over
18,000 individuals

Recognition Opportunities:

- Logo visibility on website, advertisements, and communications to nonprofits
- Recognition before, during, and after the giving day on social media
- Media/Editorial exposure
- Invitation to the giving day celebration

**All benefits are subject to level of sponsorship and determined by Community Foundation of Louisville team.*

GAIN EXPOSURE

Give For Good Louisville extends far beyond a single day of giving – it builds on energy and excitement for our community year-round as we shine a light on the nonprofits serving our neighbors and inspire individuals to become philanthropists by supporting causes that matter most to them. Your support makes this possible and helps create a community where people and place can thrive.

We would love to work with you to create a custom partnership that meets your needs. Call or email our Give For Good Louisville team today to get started.



Jan Walther
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Communications



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CONTACT OUR TEAM

SAM SWOPE FAMILY

DELTA DENTAL®

LGE and KU
 Foundation

WILLIAM O. ALDEN JR.

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 It's just easier here.®
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 Foundation

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 FOUNDATION


THE OWSLEY BROWN II
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**Jewish Heritage
 Fund for Excellence**

THE GHEENS FOUNDATION

Genentech
A Member of the Roche Group


 SAMTEC
 Cares


HORSESHOE
 FOUNDATION
 OF FLOYD COUNTY


 Community Foundation
 of Southern Indiana

BALES
 FOUNDATION

 BROWN-FORMAN

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 LOUISVILLE
 PUBLIC MEDIA


 LOUISVILLE
 DOWNTOWN
 PARTNERSHIP

106.9
 PLAY

Q103.1

102.7
The Eagle
 Louisville's Classic Hits

Louisville
 MAGAZINE

 Switcher Studio

RADIO NOW
 98.9

NEWSRADIO
840
 WHAS

100.5
KISS FM
 LOUISVILLE

790
 KRB

REAL 93.1
 The Best of Louisville

97.5 WAMZ
 THE MUSIC OF LOUISVILLE

TALKRADIO
106.9 WKJK

WLF
 93.1

YOU ARE IN GOOD COMPANY

Thanks to our 2019 partners!