



**GIVE FOR GOOD LOUISVILLE**<sup>TM</sup>  
**COMMUNITY FOUNDATION OF LOUISVILLE**



**2019 PARTNERSHIP OPPORTUNITY**

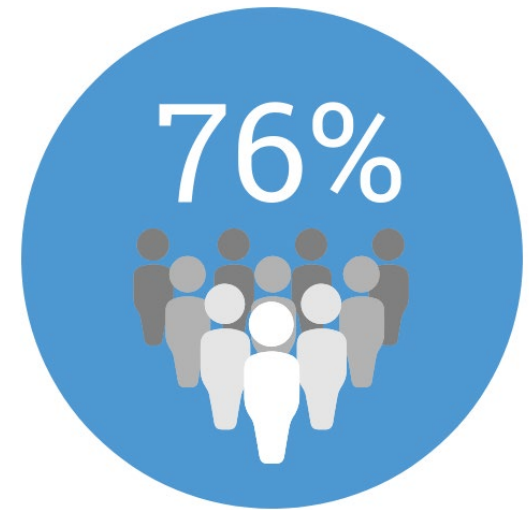
The Community Foundation of Louisville is excited to host the sixth annual Give For Good Louisville on September 12, 2019. Once again, we are ready to serve our community by bringing nonprofits, donors, and civic partners together during this 24-hour celebration of philanthropy.

In 2018, more than 500 local nonprofits collectively raised \$5.4 million and we know that in 2019 we can do even more. In the first five years, Give For Good Louisville has helped nonprofits raise nearly \$20 million to support organizations from all different sectors of our community. This unprecedented success is due largely in part to our generous supporters.

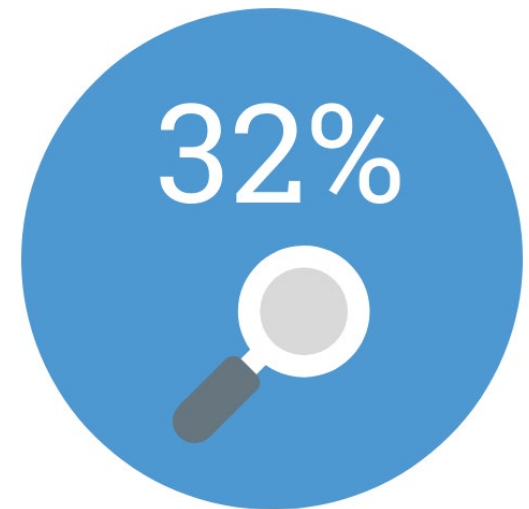
Our partners stand above the crowd to support capacity building training opportunities, engage in targeted marketing and event efforts, and to create a robust incentive pool that expands donations in exponential ways. Your support maximizes exposure and promotes incentives, which drives donations to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

**Your Support Will:**

- Increase nonprofit exposure
- Provide capacity building training opportunities for participating nonprofits
- 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



76% of nonprofits acquired new donors through Give For Good Louisville



32% of donors supported organizations for the first time through Give For Good Louisville

| Level                     | Support             | Opportunities  |
|---------------------------|---------------------|--|
| <b>Presenting Partner</b> | >\$50,000           | <p>Significant, named incentive contributions and prizes for nonprofits</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Two grand prizes</li> <li>• Match minutes</li> </ul>   |
| <b>Premier Partner</b>    | \$15,000 - \$49,999 | <p>Incentive contributions and prizes for nonprofits</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Golden ticket</li> <li>• Donation station</li> <li>• Incentive pool funding</li> <li>• Strategic prizes</li> <li>• Grand prize</li> </ul> |
| <b>Supporting Partner</b> | \$10,000 - \$49,999 | <p>Training, events, and promotion</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Nonprofit training</li> <li>• Celebration event</li> <li>• Giving guide</li> </ul>  |
| <b>Foundation Partner</b> | \$10,000            | Incentive contributions and prizes for nonprofits  |
| <b>Community Partner</b>  | varies              | In-kind contribution + incentive contributions for nonprofits  |
| <b>Media Partner</b>      | varies              | Promotion, advertising, and earned media + incentive contributions for nonprofits  |

# PARTNERSHIP LEVELS

During Give For Good Louisville your organization has the chance to be seen by thousands of people. Based on website traffic and the Foundation's followers you 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](http://www.giveforgoodlouisville.org)  
received over **84,000** visits for  
Give For Good Louisville 2018



**18 million** impressions  
generated on social media



**50** email campaigns sent to a  
maximum audience of **15,000** with  
an open rate as high as **80%**

### **Ways We Will Recognize Your Support:**

- Logo visibility on website, advertisements, and e-communication
- Recognition before, during, and after the giving day on social media
- Recognition at in-person event
- 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 is more than just a day – 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 all of this possible and helps create a community where people and place can thrive.

Let us 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.



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**CONTACT OUR TEAM**



MARTIN F. SCHMIDT  
 & KATE SCHMIDT  
 MONINGER FUND



James graham brown  
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ANONYMOUS  
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THE GHEENS FOUNDATION  
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Jewish Heritage  
 Fund for Excellence



**YOU ARE IN GOOD COMPANY**

*Thanks to our 2018 partners*