



Hillside  
**SPECIAL SANTA**  
PRESENTED BY  
**KeyBank** 

## Presenting Sponsor | \$25,000 Exclusive

*Supports the gift wishes of up to 625 children*

- Business/organization name added to title of the event.
- Recognition as exclusive Presenting Sponsor with logo on digital billboards in the Rochester, Syracuse and Buffalo areas, as available, as well as all promotional materials and mailings.
- Recognition in press releases and secured media interviews and PSAs as selected by the media (if utilized).
- Rights to promote sponsorship in company materials (Hillside to approve and provide images).
- Acknowledgement and tags in all Hillside Special Santa social media posts during the 2022 season.
- Company logo and website link included on Hillside's Special Santa web page.
- Recognition in Hillside's e-newsletter and email blasts to the donor community.
- Invitation-only live virtual tour of a program with a member of Hillside's executive team.
- Acknowledgement in Hillside's Annual Impact Report sent to entire donor community.

## Gold Sponsor | \$7,500 (5)

*Supports the gift wishes of up to 150 children*

- Recognition in press releases and secured media interviews and PSAs as selected by the media (if utilized).
- Acknowledgement and tagging, as appropriate, on Hillside's social media.
- Company logo and website link included on Hillside's Special Santa web page.
- Recognition in Hillside's e-newsletter and email blasts to the donor community.
- Acknowledgement in Hillside's Annual Impact Report sent to entire donor community.

## Silver Sponsor | \$5,000 (5)

*Supports the gift wishes of up to 100 children*

- Acknowledgement and tagging, as appropriate, on Hillside's social media.
- Company logo and website link included on Hillside's Special Santa web page.
- Post-event recognition in Hillside's newsletter, thank-you email blasts.
- Acknowledgement in Hillside's Annual Impact Report sent to entire donor community.

## Bronze Sponsor | \$2,500

*Supports the gift wishes of up to 50 children*

- Company logo and website link included on Hillside's Special Santa web page.
- Recognition in Hillside's e-newsletter and email blasts to the donor community.
- Acknowledgement in Hillside's Annual Impact Report sent to entire donor community.

