

# HOLIDAYS OF \*\*\*\*\* Hope

2024 GIVING OPPORTUNITIES



[www.laureladvocacy.org](http://www.laureladvocacy.org)



The Laurel Advocacy & Referral Services, Inc. **Holidays of Hope** (HOH) is our combined holiday and end of the year community and client engagement program. HOH is comprised of multiple projects, initiatives and opportunities for the community to provide LARS clients with food, gifts and love.

We know that the holidays can be stressful for those experiencing financial need and our mission is to help those who may need some extra support and cheer during this time.

## Holidays of Hope consists of three traditional holiday projects:



### Holiday Food Drives

Provide more than 500 families with traditional Thanksgiving dinner baskets and distribute another 500 December holiday dinner baskets.

**500<sup>+</sup>**

Thanksgiving Dinner Baskets



### Winter Wonderland

Provide approximately 800 children toys and gifts to ensure they have a joyous holiday.

**500<sup>+</sup>**

Holiday Baskets

Toys & Gifts for  
**800<sup>+</sup>**  
Children



### Giving Catalog

One of the ways we accomplish bringing joy to so many is by partnering with local businesses and organizations to meet the needs of the LARS clients. These activities will provide children and families with toys and food and encourage great hope, comfort and joy for the holidays and throughout the coming year.

*Join us in making a difference in the lives of those impacted by food insecurity and challenged by homelessness. We need community partners like you to provide integral resources for families in need to thrive and survive.*



Become a Sponsor Today! | Contact Tawana LaMar, ELL Events | [info@ell-events.com](mailto:info@ell-events.com)



## Platinum Frost Package

**INVESTMENT · \$10,000**

The Platinum Frost uniquely caters to a premiere group of sponsors. This package focuses on priority placement of sponsor brand recognition leading up to and throughout the event. Sponsors will also receive a variety of opportunities for promotional exposure throughout the year including additional events.

### THE BENEFITS

#### BUSINESS MARKETING

- Participate in Winter Wonderland drive campaign
- Co-branded signage for your business & promotions

#### TV + RADIO MEDIA

- Media opportunities as available
- Inclusion in Event Press Release
- Holidays of Hope PR story for your internal use

#### SOCIAL MEDIA + WEBSITE

- Ten (10) mentions on LARS social media pages
- Inclusion on LARS website with your logo & website link

#### EVENT DAY RECOGNITION

- Custom signage at the event
- Event day volunteer opportunity for you & your team

- Recognition from Board Chair & City Leaders at the event
- Opportunity to distribute your business flyer & giveaway to attendees (deadline December 13)

#### PROMO TO VOLUNTEERS

- Highlight your business in the Winter Wonderland volunteer thank you email
- Two (2) preferred group volunteer shifts (up to 20 volunteers) for Holidays & Winter/Spring 2025

#### EVENT ATTENDEE PROMOTION

- Your name included on the flyer (deadline November 20)
- Your name included on the thank you email communication (deadline November 20)

#### YEAR-ROUND PARTNERSHIP

- Mention in the annual LARS Impact Report



## Golden Snowflake Package

**INVESTMENT · \$5,000–\$9,999**

Maximize your partnership opportunity with this investment. Highlights are options to participate in a cause marketing campaign with your business, attendees and volunteers. Your business will have custom signage at the event and there will be a special opportunity to host a toy booth at the event.

### THE BENEFITS

#### BUSINESS MARKETING

- Participate in Winter Wonderland drive campaign
- Co-branded signage for your business & promotions

#### TV + RADIO MEDIA

- Media opportunities as available
- Inclusion in Event Press Release
- Holidays of Hope PR story for your internal use

#### SOCIAL MEDIA + WEBSITE

- Five (5) mentions on LARS social media pages
- Inclusion on LARS website with your logo & website link

#### EVENT DAY RECOGNITION

- Custom signage at the event
- Event day volunteer opportunity for you & your team

- Recognition from Board Chair & City Leaders at the event
- Opportunity to distribute your business flyer & giveaway to attendees (deadline December 13)

#### PROMO TO VOLUNTEERS

- Inclusion in the Winter Wonderland volunteer thank you email (deadline November 20)
- One (1) group volunteer shift (up to 10 volunteers) for Holidays & Winter/Spring 2025

#### EVENT ATTENDEE PROMOTION

- Your name included on the flyer (deadline November 20)
- Your name included on the thank you email communication (deadline November 20)

#### YEAR-ROUND PARTNERSHIP

- Mention in the annual LARS Impact Report



## Silver Icicle Package

**INVESTMENT • \$2,500–\$4,999**

### THE BENEFITS

#### BUSINESS MARKETING

- Participate in Winter Wonderland drive campaign
- Co-branded signage for your business & promotions

#### TV + RADIO MEDIA

- Media opportunities as available
- Inclusion in Event Press Release

#### SOCIAL MEDIA + WEBSITE

- Mention on LARS social media pages
- Inclusion on LARS website with your logo & website link

#### EVENT DAY RECOGNITION

- Event day volunteer opportunity for you & your team
- Opportunity to distribute your business flyer & giveaway to attendees (deadline December 13)

#### PROMO TO VOLUNTEERS

- Inclusion in the Winter Wonderland volunteer thank you email (deadline November 20)
- One (1) group volunteer shift (up to 5 volunteers) for Holidays & Winter/Spring 2025

#### EVENT ATTENDEE PROMOTION

- Your name included on the thank you email communication (deadline November 20)

#### YEAR-ROUND PARTNERSHIP

- Mention in the annual LARS Impact Report



## Glittering Gift Package

**INVESTMENT • \$1,000–\$2,499**

### THE BENEFITS

#### BUSINESS MARKETING

- Co-branded signage for your business & promotions

#### TV + RADIO MEDIA

- Media opportunities as available

#### SOCIAL MEDIA + WEBSITE

- Inclusion on LARS website with your logo & website link

#### EVENT DAY RECOGNITION

- Event day volunteer opportunity for you & your team
- Opportunity to distribute your business flyer & giveaway to attendees (deadline December 13)

#### PROMO TO VOLUNTEERS

- Inclusion in the Winter Wonderland volunteer thank you email (deadline November 20)

#### YEAR-ROUND PARTNERSHIP

- Mention in the annual LARS Impact Report



## Twinkling Light Package

**INVESTMENT • \$500–\$999**

### THE BENEFITS

#### BUSINESS MARKETING

- Co-branded signage for your business & promotions

#### TV + RADIO MEDIA

- Media opportunities as available

#### SOCIAL MEDIA + WEBSITE

- Inclusion on LARS website with your logo & website link

#### EVENT DAY RECOGNITION

- Opportunity to distribute your business flyer & giveaway to attendees (deadline December 13)

#### PROMO TO VOLUNTEERS

- Inclusion in the Winter Wonderland volunteer thank you email (deadline November 20)

#### YEAR-ROUND PARTNERSHIP

- Mention in the annual LARS Impact Report