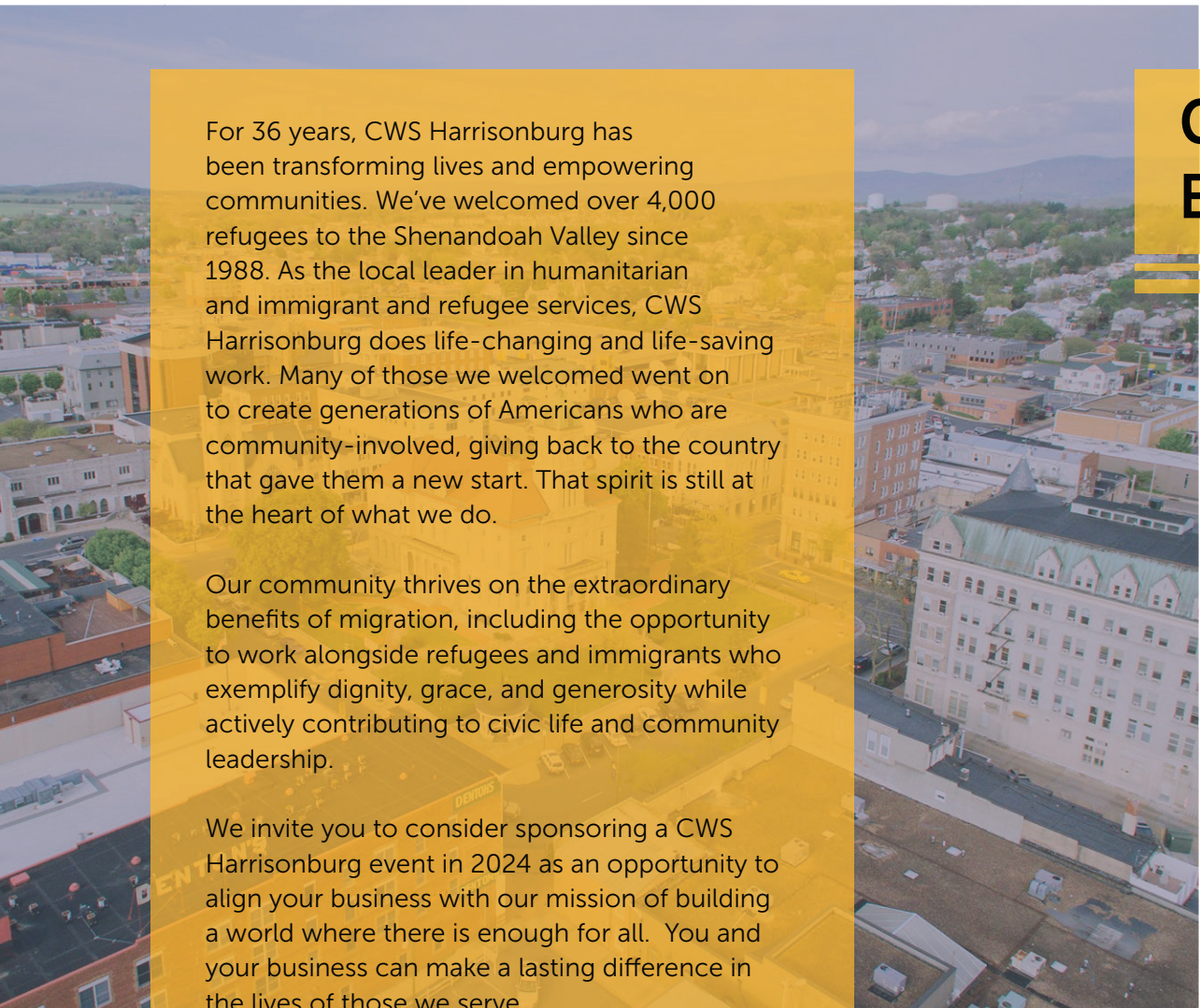
 CWS | Harrisonburg

2024 SPONSORSHIP BOOKLET



**BECOME A CWS EVENT
SPONSOR TODAY!**



For 36 years, CWS Harrisonburg has been transforming lives and empowering communities. We've welcomed over 4,000 refugees to the Shenandoah Valley since 1988. As the local leader in humanitarian and immigrant and refugee services, CWS Harrisonburg does life-changing and life-saving work. Many of those we welcomed went on to create generations of Americans who are community-involved, giving back to the country that gave them a new start. That spirit is still at the heart of what we do.

Our community thrives on the extraordinary benefits of migration, including the opportunity to work alongside refugees and immigrants who exemplify dignity, grace, and generosity while actively contributing to civic life and community leadership.

We invite you to consider sponsoring a CWS Harrisonburg event in 2024 as an opportunity to align your business with our mission of building a world where there is enough for all. You and your business can make a lasting difference in the lives of those we serve.

CALENDAR OF EVENTS

February 2024

Film Screening

April 2024

Great
Community Give

May 2024

Community
Appreciation Breakfast

June 2024

International
Migration Festival

September 2024

Harvest of Hope

December 2024

Winter Welcome

CELEBRATING 36 YEARS OF WELCOME

MISSION & ABOUT US

Our mission is simple:

building a world where there is enough for all.



We provide comprehensive support and assistance to refugees, immigrants, asylum seekers, and unaccompanied children in the Shenandoah Valley. In collaboration with community organizations, individuals, and faith groups, CWS Harrisonburg provides

- initial reception
- employment and career training
- children's and youth programming
- mental health and wellness
- family resilience
- immigration legal services
- advocacy

PARTNER WITH CWS

We believe that everyone deserves

Food, voice, and a safe place to call home.

CWS Harrisonburg stands for welcome, collaboration, and building a community that is stronger together. Your support not only sustains our essential programs but also presents you with a range of benefits. Join us and be a part of this story of hope, success, and community transformation.



Select from a variety of events to find the ideal timing and target audience to align with your business objectives and marketing strategy.



CWS events historically draw a large and extremely diverse audience. Partnering with CWS through event sponsorship also opens up substantial exposure opportunities for your brand, including local press coverage, a robust social media following, and our digital newsletters and mailers.

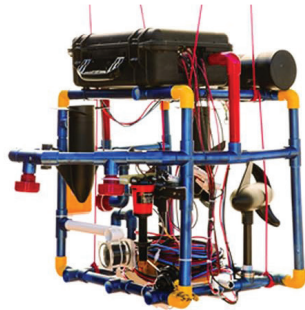


Showcase your commitment to social responsibility and community engagement, increasing customer loyalty and attracting customers who care deeply about this community.

FILM SCREENING

Event Details

Our film screening event in February is themed around refugee and immigrant youth in tech, highlighting the challenges, triumphs, and aspirations of immigrants and refugees. We will be showing Underwater Dreams, a movie about a high school robotics team from Texas and will feature a special guest speaker.



the robot was just the beginning

underwater
DREAMS



LOCATION: TBD

DATE: February 2024

DEADLINE: Dec 15, 2023



\$2500

Movie Star

- Company name and logo on poster as "presenting" sponsor
- 3 social media posts, including 1 video
- Acknowledgement in newsletter and press release



\$1000

Silver Screen Sponsor

- Company name & logo on poster
- Social media & newsletter recognition
- Recognition during program introduction



\$500

Concession Stand Sponsor

- Social media & newsletter recognition
- Recognition during program introduction

GREAT COMMUNITY GIVE

Event Details

In April the community comes together to support causes we care about- and whether you give a little or a lot, it adds up to an incredible day of support for the nonprofits that meet needs, enrich our culture, and build a strong community for all of us. As a nonprofit participant in this day of giving, CWS Harrisonburg is inviting community members to a series of special activities. CWS and community partners will host pop-up events throughout the day where community members will have the opportunity to learn more about CWS, how newcomers arrive in the Shenandoah Valley, and how to get involved in welcoming work. As a sponsor of this event, you will gain exposure through social media, press releases, and logo placement on print materials to over 18,500 community members who are fired up about philanthropic giving and supporting local nonprofits. Did you know that 91% of consumers switch to brands that support charitable causes?

LOCATION: Local Brewery & Coffee Shop TBD

DATE: April 2024

AUDIENCE: 18,500 social media followers; 5,000 email and newsletter subscribers; media coverage; promoted through the Community Foundation channels prior to the event.

DEADLINE: Feb 15, 2024



Champion of Welcome

- Logo placement on Facebook event & mention in email campaign leading up to the Great Community Give (e.g. "Your donation can have twice as much impact thanks to [BUSINESS NAME] who is generously matching donations dollar-for-dollar up to \$5000!")
- Logo printed on promotional materials (posters, flyers, press releases etc.)
- 3 social media posts including 1 video recognizing sponsorship
- Newsletter mention recognizing sponsorship
- Free table display space at happy hour event venue to set up a booth for promotion
- Time during program to be introduced & share about your business's interest in supporting welcome in the Valley



Friend of New Neighbors

- Logo on all printed & online promotional materials
- 1 social media post recognizing sponsorship
- Logo printed on drink tickets
- 3 mentions by MC during happy hour event



Supporter of Dignity

- Logo placement on all printed promotional materials
- 1 social media post recognizing sponsorship
- Newsletter mention recognizing sponsorship

COMMUNITY APPRECIATION BREAKFAST

Event Details

The 3rd Annual CWS Community Appreciation Breakfast is an event honoring community partners who support our clients and our work. Our partners including schools and colleges, adult literacy & ESL organizations, healthcare organizations, employers, landlords, donors, volunteers, organizations that provide housing, clothing, and food, institutions, social services, public safety partners, philanthropic institutions, faith communities, and the wider refugee and immigrant community. In May, we are privileged to host representatives from each of these sectors and treat them to breakfast, music, guest speakers, and an awards ceremony to honor those who have truly gone above and beyond. As a sponsor, you will be supporting a celebration of community and one of the most meaningful networking events of the year for social service and community leaders in the Harrisonburg/Rockingham area.

LOCATION: First Presbyterian Church, Court Square

DATE: May 2024

AUDIENCE: 150-200 community leaders

2022/23: Attendance of over 100 faith community, business, and nonprofit leaders; covered by WMRA and WHSV.

DEADLINE: Mar 15, 2024



\$2000

Innovation Sponsor

- Logo placement on invitation, Eventbrite page, programs, & centerpieces
- Social media recognition
- Acknowledgement in newsletter
- Logo placement at the end of the award presentation slides

\$1000

Impact Sponsor

- Logo placement on programs
- Social media post recognizing event sponsorship
- Logo placement on award presentation slides & verbal acknowledgement during the event



\$500

Inspiration Sponsor

- Logo placement on programs
- Logo placement on award presentation slides & verbal acknowledgement during the event



SOLD OUT

WORLD REFUGEE DAY 2024

A Celebration of New Americans

Event Details

The International Migration Festival (Virginia's World Refugee Day Celebration) is a joyous occasion that brings together people from diverse backgrounds, celebrating the journeys of those who have found a new home in the United States. It's a unique opportunity to showcase the cultural treasures, traditions, and contributions that immigrants from around the world bring to our community.



LOCATION: Turner Pavilion, Downtown Harrisonburg

DATE: June 15th 2024

AUDIENCE: 750+

2022 EVENT STATS:

Attendance by over 700 people, both targeted audience and passers-by from the Best.Weekend. Ever; coverage from the DNR and WHSV.

DEADLINE: Apr 15, 2024



\$5000

Gold Sponsor

- Logo on t-shirt
- Listed on website
- One social media post
- Verbal acknowledgement (1x) during program
- 10x10 space at festival
- Acknowledgement in newsletter & program



\$2500

Silver Sponsor

- Logo on t-shirt
- Listed on website
- One social media post
- 10x10 space at festival
- Acknowledgement in newsletter & program



\$1000

Bronze Sponsor

- Logo on t-shirt
- Listed on website
- One social media post
- Acknowledgement in newsletter & program



HARVEST OF HOPE

Event Details

Harvest of Hope: A Fall Gala Supporting CWS Harrisonburg – October 2024 “Harvest of Hope” celebrates the spirit of fall--a season of transformation and abundance, symbolizing the positive change those seeking refuge bring to our community. The event will feature musical performances, speakers, and a taste of the world through delicious international cuisine. As a sponsor, your commitment to social responsibility will be highlighted in the community. Your partnership will not only contribute to the success of this event but also have a lasting impact on the lives of the most vulnerable among us.

LOCATION: TBD

DATE: September 21,
2024

DEADLINE: Aug 15,
2024



\$7500

Gold Sponsor

- Prominent logo placement on event invitations & marketing materials
- Recognition in event-related communications & press release
- Verbal acknowledgement during the gala
- A dedicated booth or exhibit space at the event
- Six complimentary gala tickets for your team or guests
- Mention in CWS Harrisonburg's newsletter & social media platforms



\$5000

Silver Sponsor

- Logo inclusion on event poster & select marketing materials
- Verbal acknowledgement during the gala
- Four complimentary tickets for your team or guest
- Mention in newsletter & social media platforms



\$2500

Bronze Sponsor

- Name listing on event posters & select marketing materials
- Verbal acknowledgement during the gala
- Two complimentary tickets

WINTER WELCOME

Event Details

CWS Harrisonburg will kick off the holiday season with the Harrisonburg Downtown Renaissance Winter Wonderfest and Holiday Parade! During the downtown festival, CWS will host an artists' market and international bazaar for refugees, immigrants, and local artists to sell handmade items or gifts from around the world. Afterwards, CWS will participate in the holiday parade, with a float representative of the cultures that converge here in Harrisonburg to make our Friendly City a beacon of welcome.



LOCATION: TBD

DATE: December 2024

DEADLINE: Oct 1, 2024



\$2000

Premiere Sponsor

- Logo placement on event flyers & marketing materials, including informational cards distributed during the parade
- Dedicated table or booth at artist's market for promotional/informational purposes
- Social media acknowledgement
- Special feature in CWS Harrisonburg's December issue of monthly newsletter



\$1000

Sustaining Sponsor

- Logo inclusion on event flyers & marketing materials, including informational cards distributed during the parade
- Social media acknowledgement
- Feature in CWS Harrisonburg's December issue of monthly newsletter
- Logo included on signage at artist's market



\$500

International Artist's Market Sponsor

- Logo placement on flyers & select marketing materials
- Logo included on signage at artist's market
- Social media acknowledgement

CONTACT INFORMATION



INTERESTED IN A SPONSORSHIP OPPORTUNITY?

Contact Emily Bender for more information and details
on sponsorship levels

Email: ebender@cwsglobal.org

**THANK YOU FOR YOUR
GENEROUS SUPPORT!**



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