



NHA Celebrates 100 Years OF SERVICE



SPONSORSHIP OPPORTUNITIES



INTRODUCTION

For the past 100 years, NHA has served San Diegans in need. Thousands of young children, parents, families and seniors have benefited from the services offered by NHA. Through all of its programs; NHA has been an integral community resource helping create strong families and foster vibrant communities.

As we look toward to the next 100 years, NHA looks to continue its vision of leading the way in developing confident, self-sufficient, healthy families and communities.

Please join us as we celebrate 100 years of neighbors helping neighbors and ensure we are able to be there for 100 more.

The Neighborhood House Association (NHA) is the largest multi-purpose human services organization in San Diego County, serving thousands of residents (children, families, seniors and youth) each year. The agency has 12 key program areas offered at more than 120 locations throughout San Diego County. These programs include an array of services designed to meet the cultural, social and health needs of underserved residents. Program service areas are focused on: Health, Youth, Child Development, Seniors, Mental Health, Nutrition, HIV/AIDS Services and Housing Counseling.



100 Year Event Sponsorship Opportunities

100 Year Celebration Kick-Off Event: January 25, 2014 in Historic Balboa Park

The 100 Year Celebration will be one of the most highly anticipated events of the new year. The events will kick-off at 11:00am at the Marston House in historic Balboa Park with a multicultural display and sentimental timeline presentation of NHA's impact over the last 100 years. This lively and memorable celebration will include an awards ceremony and reception.

From Our Kitchen to Yours: March 23, 2014

This event is a must for food and wine connoisseurs alike. Celebrity chefs will showcase regional produce and growers with their delectable creations, exciting the palate and engaging the senses. Paired with wine tasting from some of the region's best vintners and San Diego's unmatched craft beers, live entertainment will round out this afternoon celebrating NHA's commitment to providing nutritious and quality foods to underserved communities.

Celebrity Golf Tournament: July 25, 2014

Join celebrity host Stedman Graham and some of San Diego's finest at the tee as they vie for first place at the Rancho Bernardo Country Club.

Dates and events subject to change



100 Year Event Sponsorship Opportunities

Centennial Community Block Party: September TBD, 2014

This community festival will be a one-of-a-kind celebration of NHA's community impact over the last century. Complete with gourmet food trucks, games, entertainment, and more this sponsorship opportunity offers unmatched community reach and activation opportunities.

Centennial Gala Celebration: November 8, 2014

Join community, civic and corporate leaders as they gather for the premiere black tie event of the year. The Centennial Gala Celebration will be held at the San Diego Convention Center will honor key individuals who have made the last 100 years possible and NHA will unveil its vision for the next 100 years.

Victory Celebration: December TBD, 2014

Join NHA as we recognize and thank those who made the upcoming year, and the next 100 years, possible.



PLATINUM NEIGHBOR Sponsor

\$100,000

- Media, Marketing and PR benefit available at all events
 - Company name aligned within event title on all marketing, PR and advertising (print and digital)
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- 100 Year Kick-Off Celebration
 - (1) reserved table
 - Speaking opportunity
 - (3) Banner placements within event site
 - Marketing display table
 - Title sponsorship recognition on all media outreach opportunities
- 100 Year Celebrity Golf Tournament
 - (3) Golf foursomes, including all group benefits – cart, lunch, etc.
 - (12) Individual admissions to Pro Clinic with Continental Breakfast
 - (1) Of your foursomes to play a round of golf with Celebrity host
 - (12) Seats at Dinner Reception featuring hosted dinner buffet and awards
 - On course drink tickets for all participants
 - (4) Banner placements within event site, including Registration, 1st tee and Dinner Reception (sponsor provides)
 - (4) Additional complimentary participant gift bags, including event attire
 - Your Company name or logo included on Tournament Awards
 - Sponsor recognition and speaking opportunity at Dinner Reception
 - Marketing table display(s) opportunity at Dinner Reception
 - Logo on all table signage at Dinner Reception
 - Opportunity to host Marketing Booth/Hole Sponsor on 1st tee
 - Opportunity to provide auction item and/or opportunity drawing item(s)
 - Opportunity to contribute logo'd item to participant gift bags
 - Title sponsorship recognition on all media outreach opportunities

Sponsorship continued on next page

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



PLATINUM NEIGHBOR Sponsor

\$100,000

- Centennial Community Block Party
 - Speaking opportunity
 - (3) Total banner placements within event site, including on stage
 - Marketing display booth
 - Title sponsorship recognition on all media outreach opportunities
 - Your Company name or logo included on awards
- NHA Gala
 - (2) VIP tables at NHA Gala
 - Thank You recognition at NHA Gala
 - Speaking opportunity
 - (3) Banner placements within event site
 - Title sponsorship recognition on all media outreach opportunities
 - Your Company name or logo included on awards
 - Logo on all table signage
- Victory Celebration Event
 - Speaking opportunity
 - (1) Total banner placements within event site, including on stage
- Additional Benefits
 - Inclusion in event slideshows and signage
 - Logo Placement in San Diego Business Journal ad
 - Corporate spotlight on NHA webpage
 - Inclusion in Social Media posts
 - (4) to the From Our Kitchen to Yours event
 - Logo and link on NHA website
 - Recognition as Platinum Sponsor in Annual Report
 - Leadership Matters

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



GOLD NEIGHBOR Sponsor

\$75,000

- Media, Marketing and PR benefit available at all events
 - Company name aligned within event title on all marketing and advertising (print and digital)
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- 100 Year Kick-Off Celebration
 - (8) Individual invitations to event
 - (2) Banner placements within event site
 - Marketing display booth
- 100 Year Celebrity Golf Tournament
 - Sponsor recognition on website
 - Your logo/link in all digital marketing collateral
 - (2) Golf foursomes, including all group benefits – cart, lunch, etc.
 - (8) Seats at Dinner Reception featuring hosted dinner buffet and awards
 - On course drink tickets for all participants
 - (3) Banner placements within event site, including Registration, 18th tee and Dinner Reception (sponsor provides)
 - Sponsor recognition at Dinner Reception
 - Marketing display(s) opportunity at Dinner Reception
 - Opportunity to host Marketing Booth/Hole Sponsor on 18th tee, table and (2) chairs included
 - Opportunity to provide auction item and/or opportunity drawing item(s)
 - Opportunity to contribute logo'd item to participant gift bags
 - (8) Admittances to a Pro Clinic including a Continental Breakfast
- Centennial Community Block Party
 - Speaking opportunity
 - (2) Total banner placements within event site
 - Marketing display booth
- NHA Gala
 - (1) VIP table at NHA Gala
 - (1) Banner placements within event site

Sponsorship continued on next page

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



GOLD NEIGHBOR Sponsor

\$75,000

- Victory Celebration Event
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- Additional Benefits
 - Inclusion in event slideshows and signage
 - Inclusion in Social Media posts
 - (2) to the From Our Kitchen to Yours event
 - Recognition as Gold Sponsor in Annual Report
 - Logo and link on NHA website

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



SILVER NEIGHBOR Sponsor

\$50,000

- Media, Marketing and PR benefit available at all events
 - Company name aligned within event title on all marketing, PR and advertising (print and digital)
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- 100 Year Kick-Off Celebration
 - (6) Invitations to event
 - (1) Banner placement within event site
- 100 Year Celebrity Golf Tournament
 - Sponsor recognition on website
 - Your logo/link in all digital marketing collateral
 - (1) Golf foursome, including all group benefits – cart, lunch, etc.
 - (4) Seats at Dinner Reception featuring hosted dinner buffet and awards
 - (4) Admittances to the Pro Clinic with a Continental Breakfast
 - On course drink tickets for all participants
 - (1) Hole promotional booth at your choice of tee 2-17
 - (2) Banner placements within event site, including Registration area, On-course contests and Hole Sponsor location
 - Opportunity to host all official On-Course Contests
 - Sponsor recognition at Dinner Reception during Contest Awards presentation
 - Sponsor name and business information on Prizes for On-Course contests
 - Opportunity to contribute logo'd item to participant gift bags
- Centennial Community Block Party
 - (1) Total banner placements within event site
 - Marketing display booth
- NHA Gala
 - (4) Seats at VIP Table NHA
 - (1) Banner placements within event site
- Victory Celebration Event
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- Additional Benefits
 - Inclusion in event slideshows and select signage
 - (2) tickets to the “From Our Kitchen to Yours” event
 - Recognition as Silver Sponsor in Annual Report
 - Logo and link on NHA website



BRONZE NEIGHBOR Sponsor

\$25,000

- Media, Marketing and PR benefit available at all events
 - Company name aligned within event title on all marketing, PR and advertising (print and digital)
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- 100 Year Kick-Off Celebration
 - (2) Invitations to event
 - (1) Banner placements within event site
- 100 Year Celebrity Golf Tournament
 - (4) playing positions, including all group benefits – cart, lunch, etc.
 - (4) Participant Gift Bags, including tournament attire and additional complementary gifts
 - (4) Seats at Dinner Reception featuring hosted dinner buffet and awards
 - Corporate name/business recognition in digital marketing collateral
 - Your Company marketing display on-course at your selected hole (based on availability), allowing one-on-one interaction with all participants to deliver your company introduction
 - Company logo on print material commensurate with other Hole Sponsors (including event program, sponsor listings, etc.)
 - Sponsor recognition at Dinner Reception
 - Sponsor recognition on website
 - (1) Opportunity to display banner at your HOLE SPONSOR location
 - NHA provides (1) banquet table, 2 chairs (sponsor may bring own set-up)
 - NHA provides custom “HOLE SPONSORED BY” signage recognizing your company name/logo
- Centennial Community Block Party
 - Marketing display booth
- NHA Gala
 - (4) Seats at NHA Gala
 - (1) Banner placements within event site
- Additional Benefits
 - Inclusion in event slideshows and select signage
 - (2) Tickets to the “From Our Kitchen to Yours” event
 - Recognition in Annual Report

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



PATRON Sponsor

\$10,000

- Media, Marketing and PR benefit available at all events
 - Company name aligned within event title on all marketing, PR and advertising (print and digital)
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- 100 Year Kick-Off Celebration
 - (2) Invitations to event
- 100 Year Celebrity Golf Tournament
 - (2) playing positions, including all group benefits – cart, lunch, etc.
 - (2) Participant Gift Bags, including tournament attire and additional complementary gifts
 - (2) Seats at Dinner Reception featuring hosted dinner buffet and awards
 - Corporate name/business recognition in digital marketing collateral
 - Your Company marketing display on-course at your selected hole (based on availability), allowing one-on-one interaction with all participants to deliver your company introduction
 - Company logo on print material commensurate with other Hole Sponsors (including event program, sponsor listings, etc.)
 - Sponsor recognition at Dinner Reception
 - Sponsor recognition on website
 - (1) Opportunity to display banner at your HOLE SPONSOR location
 - NHA provides (1) banquet table, (2) chairs (sponsor may bring own set-up)
 - NHA provides custom “HOLE SPONSORED BY” signage recognizing your company name/logo
- Centennial Community Block Party
 - Marketing display booth
- NHA Gala
 - (2) Seats at NHA Gala
- Additional Benefits
 - Inclusion in event slideshows and select signage
 - (2) to the From Our Kitchen to Yours event
 - Recognition in Annual Report

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



AFFILIATE Sponsor

\$5,000

- Media, Marketing and PR benefit available at all events
 - Company name aligned within event title on all marketing, PR and advertising (print and digital)
 - Company logo on print materials, marketing collateral and signage
 - Company logo /link in all digital marketing collateral
- 100 Year Celebrity Golf Tournament
 - (2) playing positions, including all group benefits – cart, lunch, etc.
 - (2) Participant Gift Bags, including tournament attire and additional complementary gifts
 - (2) Seats at Dinner Reception featuring hosted dinner buffet and awards
 - Corporate name/business recognition in digital marketing collateral
 - Your Company marketing display on-course at your selected hole (based on availability), allowing one-on-one interaction with all participants to deliver your company introduction
 - Company logo on print material commensurate with other Hole Sponsors (including event program, sponsor listings, etc.)
 - Sponsor recognition at Dinner Reception
 - Sponsor recognition on website
 - (1) Opportunity to display banner at your HOLE SPONSOR location
 - NHA provides (1) banquet table, 2 chairs (sponsor may bring own set-up)
 - NHA provides custom “HOLE SPONSORED BY” signage recognizing your company name/logo
- NHA Gala
 - (2) Seats at NHA Gala
- Additional Benefits
 - Inclusion in event slideshows and select signage
 - Recognition in Annual Report

*All of the opportunities presented are customizable to fit your organization's unique needs and objectives.
Sponsorship deliverables pending approval of both parties*



Join Us – Next Steps

We would love to meet with you, learn about your goals and collaborate on a partnership.

All of the opportunities presented are customizable to fit your organization's unique needs and objectives.

Contact:

Wendy McKinney

Development Director

619.252.5240

wmckinney@neighborhoodhouse.org