



## 2017 SPONSORSHIP OPPORTUNITIES

**a program of:**

I LIVE HERE  
I GIVE HERE.



March 2 - 3, 2017

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## Amplify Austin 2016

# \$8.5M

## RAISED IN 24 HRS



**61,625**

**TOTAL GIFTS**

a 38% increase



**29,412**

**TOTAL DONORS**

a 18% increase



**75,706**

**VISITORS**

on AmplifyATX.org



**50M**

**MEDIA**

impressions



**76.7M**

**SOCIAL MEDIA**

**impressions**

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**40%**

**OF DONATIONS**

**(or gifts)**

were new



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## Amplify Austin 2017

### What is Amplify Austin?

Amplify Austin Day is our city's annual community-wide day of online giving. The 24-hour period provides an easy and fun way for our entire community to give together while helping local nonprofits. Over the past four years, Amplify Austin has raised over \$24.7M for hundreds of local organizations. In 2016, 40 percent of the 61,625 Amplify Austin Day donations were first time gifts to nonprofit organizations. Together we raised \$8.5M for over 600 Central Texas nonprofits.

This year's Amplify Austin will run from 6:00 p.m. March 2, 2017 and conclude at 6:00 p.m. on March 3, 2016.

### How can you get involved?

We are seeking your support to help us amp up the giving in Central Texas and invite you to commit now to be a part of the excitement and success. Your financial contribution builds an incentive pool of funds for participating nonprofits and augments our efforts in this community. Year-round business sponsorships also available to engage with all of I Live Here, I Give Here programming.

#### Stretch Fund Sponsorships

The Amplify Austin "Stretch Fund" rewards all participating nonprofits. The larger the Stretch Fund the more incentive donors have to give. Donors give more when they know their dollars will go further on Amplify Austin Day.

#### Prize Sponsorships

Prizes are awarded to nonprofits throughout the 24-hour period to encourage giving at various times and awarded for leading the way throughout the campaign.

#### Customization

We welcome the opportunity to help you create a personalized sponsorship that best fits your needs should you wish to support the Stretch Fund for a specific issue area or personalized prize.



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**Bass Boosters** \$1,500-\$5,999  
**Guitar Soloists** \$6,000-\$9,999  
**Local Legends** \$10,000-\$24,999  
**People's Choice** \$25,000-\$49,999  
**Lead Singers** \$50,000-\$99,999  
**Rock Star** \$100,000+

BRANDING						
Amplify Austin Day Presented by your company						■
Logo on Amplify Austin Homepage					■	■
Prominent recognition in donation confirmation emails sent to donors (126k in 2016)				■	■	■
Logo placement on Nonprofit Leader Board			■	■	■	■
Logo on dedicated email promotions to general public and participating nonprofits			■	■	■	■
Logo placement on Individual Fundraiser & Business Fundraiser Leader Boards		■	■	■	■	■
Placement on Prize Leader Boards when awarded	■	■	■	■	■	■
Recognition on post-event Thank You correspondence	■	■	■	■	■	■
Logo or listing on Sponsorship pages	■	■	■	■	■	■
Logo on Amplify Austin Footer (over 4k clicks in 2016)	■	■	■	■	■	■
CONTENT						
Video of CEO or spokesperson on Amplify Austin website						■
Summary report on social and media coverage						■
Recognition in press releases and earned media					■	■
Feature about your company in blog post on I Live Here I Give Here website				■	■	■
Customized social media posts (currently 9,300 FB, 7,500 Twitter, & 2,100 Instagram)		■	■	■	■	■
EVENTS AND TRAINING						
Opportunity to host event or presence at appreciation event						■
Press interviews at headquarters						■
Logo placement in all materials and trainings for nonprofits (978 in 2016)			■	■	■	■
OTHER I LIVE HERE, I GIVE HERE PROGRAM PERKS						
Table at the Big Give and mentoring events: See Jane Give & Give Back Jack					■	■
Seats in next class of Board Internship Program					■	■



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## Stretch Fund Sponsorships

The Amplify Austin "Stretch Fund" rewards all participating nonprofits. The larger the stretch fund the more incentive donors have to give!

### **Rock Star: \$100,000+ (One Available)**

Amplify Austin Day promoted as presented by your company in all outlets. Logo displayed on the homepage, multiple placements on all of the Leader Boards, and various other logo placements. Recognition in press releases and earned media, customized social media posts, and blog post about your company on the website. A video of your company's CEO or spokesperson on Amplify Austin website, opportunities to host events and interviews, as well as other I Live Here I Give Here program perks.

### **Lead Singers: \$50,000-\$99,999**

Logo displayed on the homepage, multiple placements on all of the Leader Boards, and various other logo placements. Recognition in press releases and earned media, customized social media posts, blog post about your company on the website, as well as other I Live Here I Give Here program perks.

### **People's Choice: \$25,000-\$49,999**

Logo displayed on all of the Leader Boards and various other logo placements. Recognition in donation confirmation emails, email promotions, post event wrap-up correspondence, press releases, earned media, customized social media posts, and blog post about your company on the website-

### **Local Legends: \$10,000-\$24,999**

Logo displayed on all of the Leader Boards and various other logo placements. Recognition in email promotions, post event wrap-up correspondence, press releases, earned media, and customized social media posts.



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## Prize Sponsorships

The prizes awarded to high-performing nonprofits are a big part of the fun on Amplify Austin day!

### **Guitar Soloist: \$6,000**

Logo displayed on Prize Leader Boards when your prize is awarded and various other logo placements on Sponsorship pages and banners. Recognition in post event wrap-up correspondence, as well as customized social media posts.

Prizes are awarded to nonprofits with: the most dollars by midnight, most dollars overall, most donors, and most individual fundraisers. These prizes are extremely important to the success of the day, giving donors and nonprofits a greater goal to aspire to.

### **Bass Booster: \$1,500**

Logo displayed on Prize Leader Boards when your prize is awarded and various other logo placements on Sponsorship pages and banners. Recognition in customized social media posts.

Prizes are awarded to nonprofits with: the most dollars and most donors. These prizes incentivize donors and nonprofits to come together for one exciting hour; inspiring organizations to activate and engage their base around the day.



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# Impact Stories

Here are a few of the stories of what Amplify Austin Day donations were able to provide to our community in 2016:



## 900,000 meals:

46,000 of our neighbors from all walks of life count on the food bank for nutritious food every week.



**Drive a Senior**  
*Volunteers In Motion*

## 2 years of rides

Austin has the fastest growing population of people aged 55-64, and the 2<sup>nd</sup> fastest growing population of 65+ in the country.



## Free summer admission:

Involvement in the arts is associated with gains in math, reading, cognitive ability, and verbal skills.