Sponsorship Tiers

**HERO - $5,000**
- Hero Sponsor listing via the following channels:
  - Campaign landing page
  - AFS website
  - Social media (FB, LI, TW, IG)
  - eNews correspondence
  - Company highlight featured on social media and AFS website
  - Special mention in AFS Impact Report
  - Expected 350,000 impressions

**ADVOCATE - $2,500**
- Advocate Sponsor listing via the following channels:
  - Campaign landing page
  - AFS website
  - Social media (FB, LI, TW, IG)
  - eNews correspondence
  - Company featured on social media and AFS website
  - Expected 250,000 impressions

**SUPPORTER - $1,500**
- Supporter Sponsor listing via the following channels:
  - Campaign landing page
  - AFS website
  - Social media (FB, LI, TW, IG)
  - eNews correspondence
  - Expected 150,000 impressions

AFS is one of the largest foster care, mental health and adoption agencies in Northern California. Impressions are based on conservative numbers compiled from: web/social media data, constituent lists, board contacts, community outreach and 3rd party marketing/advertising.

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