

Alternative Family Services

# FOSTER HOPE

Foster Care Awareness Month  
Sponsor Packages



Caring for the emotional, behavioral and physical wellbeing of the foster children, teens and young adults is a critical component of the work at Alternative Family Services. Your sponsorship for the Foster Hope campaign raises critical funds that allow kids in care to participate in summer camps, lessons and classes. The opportunity for foster youth to engage in enrichment activities improves self-esteem, teaches life-skills and provides a safe environment to create positive peer and adult relationships.

## 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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