

Alternative Family Services
CORPORATE SPONSORSHIPS



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Caring for the emotional, behavioral and physical wellbeing of the foster children, teens and young adults is a cornerstone of the work at AFS. Corporate sponsorships raise essential funds for critical needs and services that provide equitable access to education, 1:1 services and enrichment that 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 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 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 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.