

Spring Fling



Sponsorship Opportunities

Hospice & Community Care will present its annual **Spring Fling** on May 4, 2022 at the Lancaster Country Club. This festive event supports children’s bereavement programs provided by the Pathways Center for Grief & Loss. Join us as we come together to celebrate life, enjoy gourmet food, bid for exciting items in our charity auction and ensure grief support services are available for children and teens in need. Your business will receive great visibility as a philanthropic leader in the community, with access to various marketing opportunities – reaching potential customers and clients.

	Presenting	Platinum	Gold	Silver	Bronze	Corporate
SPONSOR LEVEL	Presenting	Platinum	Gold	Silver	Bronze	Corporate
SPONSOR COMMITMENT	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
PUBLICATION BENEFITS						
Logo placement on invitation	x	x				
Logo placement on Save the Date marketing	x	x	x			
Advertisement in event program	Full	Full	Full	Half	Half	Quarter
Recognition in Hospice & Community Care’s Annual Report	x	x	x	x	x	x
Recognition in Hospice & Community Care’s <i>Hospice Horizons</i>	x	x	x	x	x	x
EVENT BENEFITS						
Opportunity to address attendees	x					
Ability to distribute approved branded materials during event	x					
VIP tickets	10	8	6	4	2	1
Verbal recognition during event	x	x	x	x	x	x
Logo placement on event sponsor placard	x	x	x	x	x	x
DIGITAL BENEFITS						
Logo placement in event email marketing	x					
Individual recognition in select social media promotional posts (Facebook, Instagram, Twitter) with a following of 3,000+ individuals	x	x				
Group recognition in select social media promotional posts (Facebook, Instagram, Twitter) with a following of 3,000+ individuals	x	x	x	x		
Logo placement on virtual auction website with live link to sponsor’s webpage	x	x	x	x	x	
Year-long logo placement with live link to sponsor’s webpage on event website	x	x	x	x	x	
Recognition on digital employee billboards	x	x	x	x	x	x

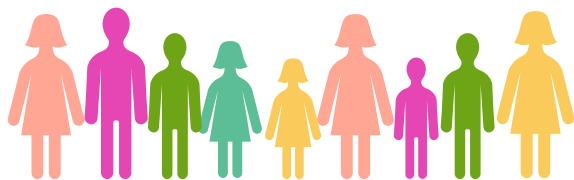
The Ann B. Barshinger Hospice Center
 235 Saint Charles Way, Suite 250
 York, PA 17402
 (717) 793-2113

The E. E. Manny Murry Center
 The Bob Fryer & Family Inpatient Center
 4075 Old Harrisburg Pike
 Mount Joy, PA 17552
 (717) 735-9661

Pathways Center for Grief & Loss
 4075 Old Harrisburg Pike
 Mount Joy, PA 17552
 (717) 391-2413

The Essa Flory Center
 685 Good Drive
 P.O. Box 4125
 Lancaster, PA 17604-4125
 (717) 295-3900

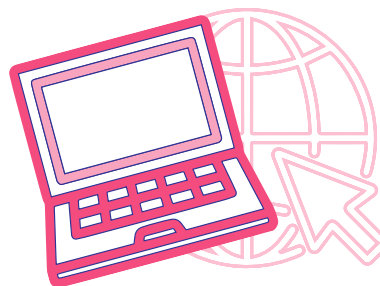
2021 Spring Fling Sponsorship Impact



The Pathways Center for Grief & Loss

is a free resource to the entire community

funded 100% by donor support.



193,034

website users
between
January 1, 2021 and
December 31, 2021.

Every dollar

of your sponsorship goes directly toward helping
kids and teens like Katie.

More than **500,000** young people in
Pennsylvania will lose someone they love before
the age of 25.

“The first time I came to Coping Kids after
my dad died, I felt scared and shocked
because I really didn’t understand fully
what was going on but I knew

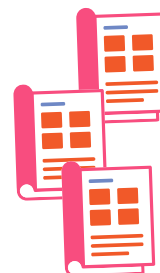
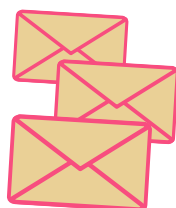
I could trust them. I had a
lot of worry and sorrow in
my body but going through
Coping Kids helped me not
be sad all the time.”

~Katie



**1 in 12 young
people** will lose a
parent or sibling before
the age of 25.

Promotional emails were
sent each reaching
6,723 individuals.



More than **13,700**
households received the
Hospice Horizons newsletter
that promoted Spring Fling.



event attendees in 2019.



virtual bidders in 2021.



unique page views on the
Spring Fling event webpage.

 **3,053** Facebook followers

 **544** Instagram followers

 **162** Twitter followers

 **421** LinkedIn followers