

2022

Family Volunteer Day
Sponsorship Opportunities

GENERATION
SERVE





**GENERATION
SERVE®**

Family Volunteer Day 2022

Family Volunteer Day was created by Generation SERVE to celebrate the national day of service that brings families together to volunteer in their community. Each year Generation SERVE hosts 25+ local nonprofits, and 250 to 300 families. Families are able to complete meaningful community service projects that support our partners and their missions. During this time our volunteers and staff showcase the catalog of activities and partners Generation SERVE works with throughout the year to new families.

Since 2017, Generation SERVE has hosted Family Volunteer Day. This once small event to get families excited about volunteering locally, has grown to include families from Hays County, Travis County, and Williamson County. Attendees primarily live in neighborhoods with the zip codes 78704, 78717, 78723, 78731, 78735, 78746, and 78749, with a growing presence from 78757 and 78759. Our average point of contact for each family is a mom between the ages of 35 and 45 years old and an average income of \$110,000. Throughout the day we see infants to 17-year-olds, and families with only one child or multiples. We often see intergenerational attendance and households meeting up to attend as a group!

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Sponsorship Levels

Presenting Sponsor

Have you been looking for the opportunity to make a difference locally? Generation SERVE's Family Volunteer Day presented by you has a nice ring.

- Get in front of families by helping MC the event throughout the day
- Have a heavily brand table at checkout
- Be included in a minimum of 3 social media stories across platforms throughout the day of the event
- Be highlighted as a presenting sponsor on social media posts across platforms the day of the event

One sponsorship available for \$10,000

Social Media Sponsor

#keepAustinVolunteering

While we #keepAustinvolunteering, let's also #keepAustinsocial. Help us connect our families to you on social media by hosting a live social media contest during the event.

- Staff invited to the event to connect with participants
- 6 opportunities to talk directly at the event about your company
- Exposure to Generation SERVE's existing 10,000 social media audience in addition to the new families participating day of
- The ability to gain new followers

Offer a world's ugliest trophy for the funniest photo, the sweetest family picture, or something we come up with together!

There is one #KeepAustinvolunteering sponsorship available for \$7,500.



Sponsorship Levels

Prize Table Sponsor

Every event needs take-homes, prizes, and reminders. Sponsor the check-out table and allow us to personally introduce you to Generation SERVE families by:

- Offering you a heavily branded check-out table
- Send families home with branded swag from your company and Generation SERVE
- A minimum of 3 announcements during the event about your company

One Prize Table sponsorship available for \$5,000

Bag Sponsor

The best parties include a swag bag and Family Volunteer Day is no different!

Go home with families on their swag bags.

- Logo on reusable gift bag that families use to collect information and swag throughout the day
- Children can decorate their bag while you and your employees have the opportunity to meet and greet parents

One Bag Sponsorship available for \$5,000

Paint the Town Blue Sponsor

Let's paint the town blue, or at least make some kids happy by painting some faces!

- Offer face painting to families while collecting contact information so that you can follow up with a quote, more information, or put them on an email list

One Paint the Town Sponsorship available for \$5,000.



Sponsorship Levels

Service Area Sponsor

Generation SERVE provides all of the materials necessary to complete volunteer activities throughout the year and during Family Volunteer Day. All materials are in-kind donations to our non-profit volunteers. Examples of materials include seeds, clay, dirt, protein bars, raisin boxes, fruit cups, ziplock baggies, brown paper bags, masks, tea, hand sanitizer, paracord, bandanas, toiletries, etc.

Does your organization have a passion for children and families, health and wellness, the environment, animals, seniors, or safe communities? Sponsor our service areas.

- Signage at service area table with information and give-aways identifying you as the service area sponsor
- Logo on all activity signage at each station within your service area
- Opportunity for your company employees to volunteer together and guide families at the sponsored Service Area through an activity

There are 6 Service Area Sponsorships available for \$2,000.

Parking Sponsor

While there is free parking around the Austin Central Library, the library offers underground parking with easy access inside for a small fee. Given that going anywhere with kids in tow is difficult, this sponsorship will make life easier for all of our families in attendance!

- Flyers on each car parked in the parking garage throughout the day
- Signage at the exit identifying you as having sponsored free parking

There is one Parking Sponsorship available for \$1,500.



Sponsorship Levels

DJ Sponsor

Keep the energy of Family Volunteer Day upbeat and fun! Sponsor the DJ! In addition to the opportunities above, get a shout out from the DJ at the bottom of every hour throughout the event.

There is one DJ Sponsorship available for \$1,500.

Holiday Gift Guide Sponsor

In the spirit of Austin's love of local artists and businesses we want to make sure no matter your size if you want to support Generation SERVE you can. \$250 buys an ad in our 6th Annual Holiday Volunteer and Giving Guide. Printed and sent out digitally, our Annual Holiday Volunteer and Giving Guide reaches thousands of families across the county in late October of 2022.

There are 10 Holiday Volunteer and Giving Guide ads available.

All event sponsorships of \$500 or more receive:

- Their logo on the Generation SERVE website as a Generation SERVE sponsor from October 1, 2022 through September 20, 2023
- 1 unique social media post thanking you for your sponsorship across all social media platforms
- Their logo on all promotional materials provided at the event on November 6, 2022
- Ad in the widely distributed digital Holiday Volunteer and Giving Guide

There are 10 general sponsorships available.

In Kind Donations

Interested in supporting Generation SERVE and Family Volunteer Day in a different way? We are always in need of in-kind donations to make our event extra special and to help us complete projects for our partner nonprofits.



Interested?

Follow *this link* to complete an interest form so that we can help answer any questions or send you an invoice.



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