

Franklin Community Center, Inc.

Corporate Sponsorship Opportunities

2012



“We Are Making a Difference”

Franklin Community Center, Inc.

10 Franklin Street

Saratoga Springs, NY 12866

518-587-9826

www.franklincommunitycenter.org

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About Franklin Community Center

“Our mission is to work collaboratively with individuals and other agencies to provide services that will improve the quality of life and foster a sense of neighborhood, community and family for all people.”

Franklin Community Center is a **non-profit human service agency**, located at **10 Franklin Street** in Saratoga Springs, New York, that has been providing basic necessities and services to less fortunate individuals and families in our area for nearly 30 years. Serving more than 3,000 people annually, we provide efficient and effective services to promote healthy lifestyles and positive changes, always holding on to our philosophy: ***“Send people out the door with whatever they came in looking for.”***

Despite the glamorous and affluent reputation Saratoga Springs has in the minds of many, as in most cities, there are also those **people who struggle to make ends meet every day**. The unique and comprehensive approach of Franklin Community Center fosters a sense of family for those in need, without the discomfort of bureaucratic paperwork and prying questions. We offer guidance and advocacy, while providing a safe, comfortable and non-judgmental atmosphere.

Because we rely heavily upon community donations, fundraisers and corporate sponsorships to supplement our annual budget, we pride ourselves on creating sustainable relationships. Our donors are reassured by our positive reputation and fiscally conservative approach while our consumers touched by our empathy, care and concern.

There are no fancy desks or office equipment, or hefty admin costs; every dollar that comes in goes directly back into the operation of our programs. It is this “what you see is what you get” approach that allows us to stand behind our original and most important mission of meeting the needs of the community. The support from others is what keeps us going every single day, thriving in an environment where neighbors helping neighbors is the driving force.

We thoughtfully request your support of our mission in the upcoming year. Your donation will benefit Franklin Community Center and ultimately, our friends and neighbors. With your help, we will continue making a difference in 2012. Enclosed, please find information regarding the specifics of our programming.

For any additional questions or to schedule a meeting with a representative from Franklin Community Center, please call 518-587-9826.

Thank you for your consideration.



Programs and Services

Franklin Community Center is proud to offer the following programs and services:

- **Information and Referral Services** – Staff members are available to provide information and make appropriate referrals to agencies equipped to best meet the needs of a client. With close relationships to other local agencies, staff members work diligently to provide clients with the advocacy and assistance to best meet their needs.
- **Emergency Food Pantry** – Funded solely by community donations, our free emergency food pantry consists of non-perishable food items, hygiene supplies, pet food and baby items. The pantry is open Monday – Friday, 8am – 4pm at our offices on 10 Franklin Street.
- **Holiday and Back to School Assistance** – Each year Franklin Community Center provides holiday and back to school assistance to those in need. During the summer months school supplies are collected and distributed to students who may have otherwise been unprepared to begin the school year. Holiday baskets are provided to those in need and gifts are collected and distributed to hundreds of local children each year.
- **101 Washington Street** – Our distribution center is operated by volunteers and opened to the public for free shopping Wednesdays through Fridays. Each Tuesday we accept donations of small household items, clothing and toys. 101 Washington Street is also a ‘Coats for Kids’ site throughout the winter months.
- **Furniture Distribution** – Franklin Community Center acts as a liaison between donors and recipients in need of specific furniture items. Donors are invited to contact the Center and be placed on an ongoing “donations” list. When a client calls in requesting an item, donors are matched with recipients and transportation arrangements are made at the donor’s convenience.
- **Franklin Community Manor** – Owned and operated by Franklin Community Center, The Manor houses 17 efficiency apartment units and 2 additional units that are situated above our distribution center at 101 Washington Street. These units offer safe and permanent housing, with rent kept extremely affordable, so those living on a fixed income can afford shelter.
- **Project Lift** – A free after school prevention program, Project Lift serves at-risk students in grades 1-5 in the Saratoga Springs City School District. ‘Lifters’ learn about the dangers of drugs, alcohol, tobacco and gambling while learning to build self esteem and self worth as well as set and respect boundaries. Students are provided



with positive role models in a safe and fun environment with their peers. Project Lift programming follows the school day and takes place at their school. In addition to program enrollment, families of ‘Lifters’ have the option to enroll in our free back to school and holiday assistance programs, summer camperships, ancillary services and family events throughout the year. Research based curriculum is utilized and evaluations are conducted annually.

- **Methods of Motherhood (M.O.M.)** – This free program is offered to pregnant and parenting teens and dedicated to providing education, knowledge and resources for young parents. Through monthly educational sessions, teens learn about various effective parenting techniques, nutrition, developmental milestones and other topics pertaining to parenting young children, while in a supportive setting with peers.
- **Community Meeting Space** – On-site at 10 Franklin Street are two large community rooms, equipped with kitchen space, which are available for rent to local civic groups for meeting space. Fees for use are extremely low, enabling groups without high budgets to have a safe and convenient place to meet. Alcoholics Anonymous and Narcotics Anonymous meet in our community room many evenings and weekends throughout the month. Saratoga EOC’s Headstart program provides programming in our other room.

Why we are different

Franklin Community Center strives to make your dollar stretch as far as possible. Here’s how:

- Small staff – to reduce overhead by way of salary and benefit pay out.
- Buying local – as an organization, FCC understands the benefit to the community when we buy local. Through our utilization of local banks, printing sources, vendors and much more, we make it a point to keep as much of our business in the community as possible.
- Going green – for years, FCC has tried to reduce, reuse and recycle as a cost cutting measure. With growing concerns about our environment, not only are these tactics fiscally responsible, but environmentally conscious.
- Commitment to community – FCC strives to provide for all community members as best we can. Whether it is providing services, offering housing, providing meeting space or volunteer opportunities, we strive to create a feeling of community and neighborhood for all in a non-bureaucratic manner.

If you would like to experience Franklin Community Center first-hand, please contact us. We would be happy to give you a tour of our facilities or invite you to our programs.



Giving Opportunities

Franklin Community Center realizes that giving opportunities should be unique and personal. Please find a list of events for 2012 with sponsorship levels and benefits to find an avenue that will best suite your personal and professional needs.

Corporate Friends of the Center Campaign

Each January, Franklin Community Center appeals to the general public as part of our annual 'Friends of the Center' campaign. Donations will be used to support programming at the Center.

Sponsorship Opportunities –

<i>Sponsorship Level</i>	<i>Donation</i>
Life Member	\$2500 donation
Benefactor	\$1000 donation
Patron	\$500 donation
Supporting Member	\$250 donation
Continuing Member	\$150 donation



*Halloween Costume Drive
at Comic Depot*



*Busload of items from a food drive
held at SSHS*



*Thanksgiving Dinner "baskets"
donated from community
organizations*



Give Local Campaign Sponsor

As we ring in a new year, Franklin Community Center is committed to giving back to the community in a positive way. We encourage all of those in the Franklin Family to give local and buy local. We understand that we can create our own “economic stimulus” package, help our friends and neighbors get back on their feet and keep our local economy intact.



Sponsorship Opportunities –

<i>Sponsorship Level</i>	<i>Corporate Benefits</i>
Founder - \$2500	<ul style="list-style-type: none"> • Company logo, website link and bio featured on the “Give Local” Section of our agency website • Inclusion of links, coupons or graphics (limited to 150 words or less) on six agency email blasts per year • 4” x 4” advertising space in one newsletter (print ready ad to be provided by your company) for the 2012 calendar year • 10 status updates on our Facebook page (limited to 50 words or less) to be displayed for one week each (must provide two weeks’ notice for update, copy to be provided by your company)
Executive - \$1500	<ul style="list-style-type: none"> • Company logo, website link and bio featured on the “Give Local” Section of our agency website • Inclusion of links, coupons or graphics (limited to 150 words or less) on three agency email blasts per year • 3” x 3” advertising space in one newsletter (print ready ad to be provided by your company) for the 2012 calendar year • Five status updates on our Facebook page (limited to 50 words or less) to be displayed for one week each (must provide two weeks’ notice for update, copy to be provided by your company)
Administrator - \$500	<ul style="list-style-type: none"> • Company logo, website link and bio featured on the “Give Local” Section of our agency website • 2” x 2” space provided in one newsletter (logo) • Inclusion of links, coupons or graphics (limited to 150 words or less) on one agency email blasts per year • Two status updates on our Facebook page (limited to 50 words or less) to be displayed for one week each (must provide two weeks’ notice for update, copy to be provided by your company)
Organizer - \$250	<ul style="list-style-type: none"> • Company logo, website link and bio featured on the “Give Local” Section of our agency website

**all sponsorships are viewed as a gift and tax deductible the extent the law allows*



The 14th Annual Franklin Open Golf Tournament

Your sponsorship helps us make a difference in the lives of our local neighbors!

Saturday, June 2, 2012 our 14th Annual Franklin Open will be held at Windy Hills Golf Course in Greenwich, NY. Please join Franklin Community Center as we take to the tee for a good cause!

Sponsorship Level	Corporate Benefits
Platinum - \$5000	<ul style="list-style-type: none"> Your company will be a presenting sponsor; event will be renamed the "Fourteenth Annual Franklin Open presented by ..." Complimentary foursome at the tournament Company logo and recognition featured in full page color advertisement in a local paper before and after tournament Company logo and recognition featured on banner that will be hung in Saratoga Company logo and recognition featured on tournament program, all promotional materials and banner (provided by your company) at the tournament Company logo and recognition featured on tournament T-shirts Company logo and link on our agency website
Gold - \$2000	<ul style="list-style-type: none"> Complimentary foursome at the tournament Company logo and recognition featured in full page color advertisement in a local paper Company logo and recognition featured on banner that will be hung in Saratoga Company logo and recognition featured on tournament program, all promotional materials and banner (provided by your company) at the tournament Company logo and recognition featured on tournament T-shirts Company logo and link on our agency website
Silver - \$1000	<ul style="list-style-type: none"> Company logo and recognition featured in full page color advertisement in a local paper Company logo and recognition featured on banner that will be hung in Saratoga Company logo and recognition featured on tournament program, all promotional materials and banner (provided by your company) at the tournament Company logo and recognition featured on tournament T-shirts Company logo and link on our agency website
Bronze - \$500	<ul style="list-style-type: none"> Company logo and recognition featured on tournament program and large sign displayed where Mulligan Contest takes place at the tournament Company logo and recognition featured on tournament T-shirts Company logo on our agency website
Tee - \$100	<ul style="list-style-type: none"> Company name on sign at Tee Company logo on our agency website
Green - \$50	<ul style="list-style-type: none"> Company name on sign at Green Company logo on our agency website
In Kind –to be used to fill gift bags or use as prizes	<ul style="list-style-type: none"> Any Item(s) that can be used for raffle or tournament prizes, such as: <ul style="list-style-type: none"> Clothing or hats with company logo Pens, pins, company merchandise, etc. Balloons Food and bottled water or juice for participants

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Consider a sponsorship to:

Project Lift University

A Benefit for Franklin Community Center's Project Lift

Thursday, October 11, 2012 at Longfellows

“Project Lift University” is a unique fundraiser essential to raising funds for Project Lift, a free, after-school prevention program operated by Franklin Community Center. In the spirit of learning and education, guests are invited to return to their college registration days and “enroll” in exclusive classes taught by local experts. While choosing and signing up for their favorite classes (which will be held at a later date), guests will be able to enjoy classic college food inspired hors d’oeuvres, drinks and music. All classes are being donated by the “professors”, with proceeds benefitting Project Lift. Fees and dates will be preset, so people will know when they are signing up exactly what to expect. It’s a great way for people to spend time with local talented experts while giving back to their community and learning more about a topic that interests them.

When: Thursday, October 11, 2012 from 6 p.m.-10 p.m.

Sponsorship packages offer enhanced marketing for your business while supporting Project Lift, a free after-school prevention program for local youth in grades 1-5. Proceeds from this event ensure the continued operation of this essential program.

Platinum Sponsor - \$10,000

- Exclusive naming rights to event: *“Your Company presents Project Lift University”*
- Prominent logo placement on 2012 Project Lift University invitation – *mailing to over 2,300 invitees including many local businesses*
- Direct link and logo on the 2012 Project Lift University webpage on Franklin Community Center website
- Recognition with logo in Franklin Community Center’s email blasts relating to Project Lift University
- Promotion on Franklin Community Center’s Facebook account in posts relating to Project Lift University and a link to your company’s page



- Opportunity for your company or an individual to be featured in Franklin Community Center's blog (*we will collaborate with your company on what you would like to present in the featured blog post*).
- One full page advertisement in the event program – *printing a minimum of 200*
- Company banner (provided by your business) prominently displayed during Project Lift University
- Six complimentary tickets to Project Lift University
- Opportunity to address guests from the stage during the formal program
- Opportunity to provide a business-specific promotional give away for event guests (provided by your company)
- Inclusion in all press releases relating to Project Lift University
- Prominent logo placement in Franklin Community Center's Newsletters for two issues – *mailing of 2000*
- Company name and logo listed on prominently placed sponsor signage at event

Palladium Sponsor - \$5,000

- Prominent logo placement on 2012 Project Lift University invitation – *mailing to over 2,300 invitees including many local businesses*
- Direct link and logo on the 2012 Project Lift University webpage on Franklin Community Center website
- Recognition with logo in Franklin Community Center's email blasts relating to Project Lift University
- Promotion on Franklin Community Center's Facebook account in posts relating to Project Lift University and a link to your company's page
- Opportunity for your company or an individual to be featured in Franklin Community Center's blog (*we will collaborate with your company on what you would like to present in the featured blog post*).
- One full page advertisement in the event program – *printing a minimum of 200*
- Company banner (provided by your business) prominently displayed during Project Lift University
- Six complimentary tickets to Project Lift University
- Opportunity to provide a business-specific promotional give away for event guests (provided by your company)
- Inclusion in all press releases relating to Project Lift University
- Prominent logo placement in Franklin Community Center's Newsletters for two issues – *mailing of 2000*
- Company name and logo listed on prominently placed sponsor signage at event



Gold Sponsor - \$2,500

- Prominent logo placement on 2012 Project Lift University invitation – *mailing to over 2,300 invitees including many local businesses*
- Direct link and logo on the 2012 Project Lift University webpage on Franklin Community Center website
- Recognition with logo in Franklin Community Center’s Email Blasts relating to Project Lift University
- Promotion on Franklin Community Center’s Facebook account in posts relating to Project Lift University and a link to your company’s page
- Prominent logo placement in Franklin Community Center’s Newsletters for two issues – *mailing of 2000*
- One 1/2 page advertisement in the event program – *printing of 200*
- Four complimentary tickets to Project Lift University
- Inclusion in all press releases relating to Project Lift University
- Company name and logo listed on prominently placed sponsor signage at event

Silver Sponsor - \$1,000

- Prominent logo placement on 2012 Project Lift University invitation – *mailing to over 2,300 invitees including many local businesses*
- Direct link and logo on the 2012 Project Lift University webpage on Franklin Community Center’s website
- Recognition with logo in Franklin Community Center’s email blasts relating to Project Lift University
- One 1/4 page advertisement in the event program – *printing of 200*
- Two complimentary tickets to Project Lift University
- Inclusion in all press releases relating to Project Lift University
- Company name and logo listed on prominently placed sponsor signage at event

Bronze Sponsor - \$500

- Direct link and logo on the 2012 Project Lift University webpage on Franklin Community Center’s website
- Company name listed in the event program – *printing of 200*
- Recognition with logo in Franklin Community Center’s email blasts relating to Project Lift University
- Inclusion in all press releases relating to Project Lift University
- Company name and logo listed on prominently placed sponsor signage at event

Call Bo at 587-9826 or email bo@franklincommunitycenter.org for more information about how you can be part of this event like no other!

Corporate Sponsorship Options, 2012



Franklin Community Center, Inc.

www.franklincommunitycenter.org

Consider hosting a food drive:

Our food pantry is stocked solely by community donations. If your company chooses to host a food drive, we will provide you with bins and posters to rally your co-workers and employees to get on board with stocking the shelves. You can also contribute monetarily to the specific purchase of food.

As our numbers continue to increase, so does our reliance on the community. Here is a list of the following items which are most needed:

General Food Pantry

Peanut butter and jelly
 Cereal
 Macaroni and cheese
 Spaghettios and Chef Boyardee products
 Tea and coffee
 Canned Tuna and chicken
 Progresso and Chunky Soups (hearty ones)
 Corn
 Peas
 Pork n beans
 Noodle and rice side dishes
 Hamburger Helper and boxed meals
 Ramen Noodles
 Cup a Soups

Meal Items (especially for holidays)

Boxed stuffing
 Boxed mashed potatoes
 Canned yams
 Canned vegetables (corn, carrots, peas)
 Corn bread mix
 Chicken and turkey stock
 Green beans, canned fried onions, and cream soup mix (green bean casserole)

Hygiene Items

Soap
 Shampoo and conditioner
 Deodorant
 Toothpaste
 Toothbrushes
 Shaving cream



Innovative Events

At Franklin Community Center we understand that each of our supporters have something different to offer. If you do not feel connected to any of our campaigns or events, consider hosting your own event and naming Franklin Community Center the beneficiary. Please do not hesitate to contact the Center if you would like to collaborate on a project; we always welcome new ideas.

Past innovative events have included:

- Galas or parties
- Restaurant events
- Proceed donations/marketing promotions
- Home tours
- Collaborative partnerships
- Employee donation drives
- Sporting events

Words of Support

Are you considering donating to Franklin Community Center in 2012? Take a look at some of our recent press!

December 25, 2011 - [It's About the Children](#), The Saratogian

December 18, 2011 - [Skidmore Gives Back to Local Community](#), The Saratogian

December 6, 2011 - [SCR Donates to Local Charities](#), The Saratogian

October 6, 2011 - [Economic Recession Strains Local Food Banks](#), YNN

September 13, 2011 - [Comic Depot to Host Halloween Costume Drive for FCC Families](#), The Saratogian

August 23, 2011 - [Racino Puts Local Kids First](#), Saratoga.com

August 23, 2011 - [Harness Track Drivers Donate to Franklin Community Center](#), TU Blog

August 11, 2011 - [Shedding Light on Saratoga's Homelessness](#), The Saratogian

July 11, 2011 - [Food Pantry Shelves Empty as Demand Rises](#), The Post Star

Corporate Sponsorship Options, 2012



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Corporate Matching Gifts Programs

Looking to become an individual supporter of Franklin Community Center? Increase your donation by utilizing your company's corporate matching gifts program. Through the years, generous donors have increased their total donation by naming Franklin Community Center, Inc. as a beneficiary for their corporate match program. Please inquire you're your employers human resource department to enroll in the program. The donation is tax deductible to both employee and employer.

If you would like to schedule a corporate matching gifts seminar at your place of employment, please contact Franklin Community Center and we will make arrangements for Franklin Community Center staff to meet with your corporation and employees.

Some Capital Region Corporate Matching Gift Companies included:

- AT&T
- Albany International
- Boeing
- General Electric Company/GE Fund
- IMB
- National Grid
- Verizon Foundation
- Xerox Corporation
- McGraw-Hill Companies
- Lockheed Martin Foundation
- Knolls Atomic Power Plant
- Allstate Insurance
- State Farm
- McDonalds
- Merrill Lynch & Co.
- United Parcel Service (UPS)
- Wal-mart



Sponsorship Response Form

Please submit this form and indicate which event you are interested in sponsoring as soon as possible to guarantee maximum exposure for your company exclusive sponsorships and date selections are on a first come first serve basis

Name of Event(s) to be sponsored	Level/Amount

Sponsor Information:

Sponsor/Corporate Name: _____

Contact Name: _____

Address: _____

Phone #: _____ Fax #: _____

Email: _____

Billing Information:

Invoice me at the address above Enclosed is a check in the amount of \$_____

Please charge my card (please circle: VISA MC DISCOVER or via PayPal on our website)

Credit Card #: _____ Exp Date: _____

Name appearing on card: _____

Billing Address for card: _____

Amount to be charged on card: _____

Signature of approving party: _____

Does your company have a Facebook page? _____

Can we tag you on our Facebook page? _____

Be sure to "Like" Franklin Community Center on Facebook!

