



Pathways, Inc.

175 Milbank Avenue

Greenwich, CT 06830

tel: 203.869.5656

fax: 203.869.4059

www.pways.org

2020 Pathways Gala Sponsorship Opportunities

Board of Directors

James W. Weil

President

Laura Heckman

Executive Director

Leo Arnaboldi III

Tom Athan

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Kylie Burchell

Jennifer Danzi

Kathy DiGiovanna

Betsy Grant

Linda Lewis

Pathways was founded 39 years ago with a mission to serve and give voice to adults with severe, chronic mental illness.

We provide essential services to over 125 people annually in Greenwich.

- 4 staffed Greenwich residences offering shelter, community and support
- Social work program for those living independently in Greenwich in need of services
- Health and wellness programs – nutrition therapy, yoga, aromatherapy
- Day program at Pathways Fellowship Home for daily social and recreational activities
- Peer and family support groups

Pathways' core values of service, compassion and responsibility fuel its efforts to make a lasting impact on those suffering with mental illness.

We hope you will consider partnering with us to make the world a better place.

Thank you for your consideration.

FIRESIDE & FLANNEL



OCTOBER 24TH, 2020

A caring path to better mental health



PROVIDING HOUSING & CARE FOR
ADULTS WITH MENTAL ILLNESS SINCE 1981

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Sponsorship

Pathfinder \$10,000

Our Pathfinder Sponsorship offers a special opportunity to receive additional exposure and recognition at two unique events- Fireside and Flannel Gala, PLUS Lobsterfest.

- Recognition and branding in press releases, marketing and at event
- Logo and Links on Pathways website and social media expressions
- 2 Lobsterfest Tickets
- 10 Tickets to 2020 Fireside and Flannel Gala

\$5,000

- Recognition and branding in press releases, marketing, and at event
- Logo and Links on Pathways website and social media expressions
- 2 Lobsterfest Tickets
- 2 tickets to 2020 Fireside and Flannel Gala

\$2500

- Recognition and branding in press releases, marketing, and at event
- Logo and Links on Pathways website and social media expressions
- 2 Lobsterfest Tickets

\$1000

- Recognition and branding in press releases, marketing, and at event
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Your Exposure!

Brand Visibility

Logo and website link placed in all social media expressions (Instagram, FB, Twitter), website and email blast

Logo prominent at event(s)

Recognition

- Acknowledgment in public speeches, board meetings and interviews with press
- Receive private tour of our facility and take photos for business journals & media
- We are pleased to place a stewardship ad in industry trade publication thanking you
- Staff, board and other supporters encouraged to thank the sponsor on their individual social media platforms

Reporting Metrics

We will report a comprehensive list of all marketing materials featuring your logo, and the number of impressions, opens and clicks to your link it receives.

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