



A Caring Path to Mental Health

*there's no place like*  
**HOME**

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## **2021 Pathways Gala Sponsorship Opportunities**

*Pathways was founded 40 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.

## 2021 Pathways Gala Sponsorship Opportunities

### Sponsorship

#### **Pathfinder \$10,000**

Our Pathfinder Sponsorship offers a special opportunity to receive additional exposure and recognition at two unique events- 40th Anniversary Gala, PLUS Capitol Theatre.

- Recognition and branding in press releases, marketing and at event
- Logo and Links on Pathways website and social media expressions
- 2 Capitol Theatre Tickets
- 10 Tickets to 2021 40<sup>th</sup> Anniversary Gala

#### **\$5,000**

- Recognition and branding in press releases, marketing, and at event
- Logo and Links on Pathways website and social media expressions
- 2 Capitol Theatre Tickets
- 2 tickets to 2021 40<sup>th</sup> Anniversary Gala

#### **\$2,500**

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

#### **\$1,000**

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

## **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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2021 Pathways 40th Anniversary Gala  
SPONSORSHIP COMMITMENT FORM

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**SPONSORSHIP COMMITMENT:**

\_\_\_\_\_ \$10,000

\_\_\_\_\_ \$5,000

\_\_\_\_\_ \$2,500

\_\_\_\_\_ \$1,000

**INKIND COMMITMENT:**

\_\_\_\_\_ Wine & Cocktails    \_\_\_\_\_ Digital production    \_\_\_\_\_ Printing    \_\_\_\_\_ Table Décor

Other: \_\_\_\_\_

**Total Amount Enclosed: \$** \_\_\_\_\_ *(check make payable to Pathways, Inc.)*

**Credit Card Type:**    \_\_\_ Visa                      \_\_\_ MasterCard                      \_\_\_ AMEX

**Card Number:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Please mail or email to Sally Ghabour at**

**Sghabour@pways.org**

PATHWAYS

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GREENWICH, CT 06830

203-869-5656 option 2