



A Caring Path to Mental Health

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

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Betsy Grant  
Linda Lewis

## **2022 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 Success Club 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.



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## 2022 Pathways Gala Sponsorship Opportunities

### Sponsorship

#### **Pathfinder \$25,000**

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

- 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 2022 40<sup>th</sup> Anniversary Gala
- 6 tickets to 2023 Lobsterfest
- 6 tickets to Capitol Theatre Celebrating Music and Change event

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

- Recognition and branding in press releases, marketing and at event
- Logo and Links on Pathways website and social media expressions
- 2 tickets to Capitol Theatre Celebrating Music and Change event
- 5 tickets to 2022 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 2022 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.

175 Milbank Ave • Greenwich, CT 06830 • Tel: 203-869-5656 • Email: [Info@pways.org](mailto:Info@pways.org)

PWAYS.ORG



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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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## 2022 Pathways 40th Anniversary Gala

### SPONSORSHIP COMMITMENT FORM

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

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

Address \_\_\_\_\_

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

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

#### SPONSORSHIP COMMITMENT:

\_\_\_\_\_ \$25,000

\_\_\_\_\_ \$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 Mousa at**

**Sghabour@pways.org**

PATHWAYS

175 MILBANK AVENUE

GREENWICH, CT 06830

203-869-5656 option 2