

connecting people.
enriching lives.

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Dear Supporter,

At Community Thread, we believe our collective impact is stronger when people and businesses join together to serve others. Last year, our sponsors helped engage, enrich, and connect thousands of fellow neighbors in the community.

We invite you to join us as a sponsor in 2024 - whether it's at a fundraiser, through service to others, or direct programming. These partnerships play a vital role as we evolve our programs and services to meet essential needs.

Signature Service Initiatives. Our highly visible service events range from helping people live independently in their homes, offering support during the holidays, supporting the work of local nonprofits, and keeping our river clean. These events can also build a culture of volunteerism and offer group volunteer opportunities for your employees.

Black Tie Bingo Fundraiser. This high energy, gala style event brings over 250 guests together to support our work. With five games of bingo led by local celebrity callers, this event offers many opportunities for visibility along with a chance to connect one-on-one with others who value community.

Thrive at Community Thread. Thrive includes social events, wellness activities, transportation options, home services, and volunteer opportunities, aimed to empower older adults and disabilities stay connected to the community while living independently in their homes. If older adults are your target audience, these sponsorship opportunities are the perfect way to share your mission and vision.

New in 2024, Community Thread will offer a Sponsor of the Year award to recognize the business or individual that shows the strongest commitment to our work by way of sponsorships. The Sponsor of the Year award will be named September 30, 2024. The winner will receive a customized plaque, recognition via our social media platforms and newsletters, and will be honored at our 2025 annual fundraiser.

Thank you for your continued support and belief in our mission!

Warm regards,



Cathleen Hess
Development and Communications Director



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Community Volunteer

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community thread

2024 Sponsorship Opportunities



community thread

Community Thread is pleased to present our 2024 Sponsorship Opportunities. Your support of these events helps us deliver on our mission to maximize resources and engage volunteers to improve the quality of life for adults and their families in our community. If you would like to be a sponsor, see the event descriptions below, check the appropriate boxes, and complete the form.



Help neighbors stay socially connected while living independently in their homes. Thrive welcomes older adults and adults with disabilities to participate in transportation services, home help, social activities, wellness classes, community resources, plus volunteer opportunities that empower them to age vibrantly.

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000



Support our annual fundraiser! Held at Grand Banquet Hall in downtown Stillwater, this high energy event features local celebrities calling bingo games, impressive prizes, and other fun activities that support our mission.

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000



Help local nonprofit organizations who work to strengthen our community every day. Spring into Service volunteer activities assist local nonprofits with special projects during the month of May.

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000



Help to make the start of school brighter for hundreds of students and teachers living within the Stillwater Area School District, while easing the financial burden of buying school supplies on parents, guardians, and teachers. This initiative takes place in partnership with United Way Washington County - East.

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000



Help protect and preserve the St. Croix River and Brown's Creek State Trail by supporting water-based and land-based clean-up opportunities. Sponsorships help us improve the environment through volunteer opportunities.

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000



This year marks Community Thread's 55th year of providing holiday joy to families with children, older adults, and adults with disabilities facing financial hardship. Your gift will help make the holidays brighter.

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000



★ = Name

★★ = Logo

★★★ = Premium Placement

Launched in April 2022, Thrive helps older adults remain independent. In 2023, volunteers contributed 965 hours of home maintenances services to help older adult owners maintain their properties and provided hundreds of rides. In addition, more than 50 volunteers provided 541 roundtrip rides to medical and nonmedical appointments. Currently, over 234 residents, ages 60 and over, are Thrive members, and there are dozens of other visitors in activities and services.

"I was unable to walk without help and needed physical therapy. I had no way of getting to appointments without Thrive."

~ Thrive Enrich Member

THRIVE PROGRAM BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Verbal Recognition at Thrive Events	★★★	★★	★★	★	
Sponsor Sign at Thrive Events	★★★	★★	★★	★	★
Name/Logo on Signage at Community Thread	★★★	★★	★★	★	★
Customized social media post (2,600+ Facebook, 750+ Instagram, 800+ X followers)	Individual Social Post	Group Social Post	Group Social Post	Group Social Post	Group Social Post
Recognition in Connector Newsletter (4,000+ electronic and 1,300+ print distribution)	★★★	★★	★★	★	★
"Why I Support Thrive" video recorded and promoted by Community Thread (website and social media)	★★★	★★			



Support our 7th annual Black Tie Bingo fundraiser, and advertise your logo and/or or name in front of 250+ individuals. Guests enjoy an evening of delicious hors d'oeuvres and desserts. Local celebrities call five total bingo games. Fund-a-Need is conducted by a professional auctioneer from Fladeboe Advancement, and an online-auction. There are other fun activities to support our work. Bingo prizes include experiences such as weekend getaways, golf packages, and more!

★ = Name

★★ = Logo

★★★ = Premium Placement

EVENT BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Pre-Event Benefits					
Co-branding on event collateral	★★★	★★	★★	★★	★
Recognition on Black Tie Bingo website	★★★	★★	★★	★	★
Customized social media post (2,600+ Facebook, 750+ Instagram, 800+ X followers)	★★★	★★	★★	★	★
"Why I Support Black Tie Bingo" video recorded and promoted by Community Thread (website and social media)	★★★	★★			
Event Benefits					
Logo/Name on event presentation	★★★	★★	★	★	
Verbal recognition from emcee	★★★	★★	★	★	
Reserved Table	8 VIP Experience Tickets	8 VIP Experience Tickets	8 Tickets	4 Tickets	4 Tickets
Logo/Name in Program (reserve by March 15)	★★★	★★	★★	★	★
Post-Event Benefits					
Customized social media post	Individual Post	Group Post	Group Post	Group Post	Group Post
Recognition in Newsletter (4,000+ electronic and 1,300+ print distribution)	★★★	★★	★★	★	★



- ★ = Name
 ★★ = Logo
 ★★★ = Premium Placement

Spring into Service matches volunteer groups with local nonprofit organizations (who are part of the Nonprofit Affiliate Program) with two-hour, spring-cleaning projects. In 2023, 70 volunteers spent 140 hours completing 11 service projects in the area.

"My colleagues and I always look forward to this event! It's so rewarding to help non-profits that give so much to the area."
 - Spring into Service Volunteer

EVENT BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Pre-Event Benefits					
Recognition on Spring into Service website	★★★	★★★	★★	★★	★
Name highlighted in event press release	★★★	★★★	★★	★	★
Name/Logo on event promotional materials	★★★	★★	★★	★	★
Name/Logo highlighted in e-Newsletter (4,000+ electronic and 1,300+ print distribution)	★★★	★★	★★	★★	★
"Why I Support Spring into Service" video recorded and promoted by Community Thread (website and social media)	★★★	★★	★★		
Post-Event Benefits					
Customized social media post (2,600+ Facebook, 750+ Instagram, 800+ X followers)	Individual Post	Individual Post	Group Post	Group Post	Group Post
Recognition in Newsletter	★★★	★★	★★	★	★
Name/Logo on volunteer Thank You email	★★★	★★	★★	★★	★



★ = Name

★★ = Logo

★★★ = Premium Placement

For a decade, Community Thread and United Way of Washington County – East have partnered to provide school supplies to students living the Stillwater School District. Last year, 578 students across 214 households were served, and 121 teacher kits were provided to educators at Afton-Lakeland Elementary, Andersen Elementary, and Lake Elmo Elementary. In addition, 25 teachers received supplies for classrooms, many of whom were first year teachers.

"Money is tight, and I didn't have the resources to buy school supplies.

Thank you for helping make sure my kids started school off right!"

~Stuff the Bus Recipient

EVENT BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Pre-Event Benefits					
Name highlighted in event press release <i>(payment must be received by Friday, July 7)</i>	★★★	★★★	★★	★	
Name/Logo on event promotional materials	★★★	★★★	★★	★	★
Name/Logo on event website	★★★	★★★	★★	★★	★
Name/Logo listed in e-Newsletter <i>(4,000+ distribution)</i>	★★★	★★★	★★	★★	★
Recognition on signage at Community Thread	★★★	★★★	★★	★★	★
Post-Event Benefits					
Customized social media post <i>(2,600+ Facebook, 750+ Instagram, 800+ X followers)</i>	Individual Post	Individual Post	Group Post	Group Post	Group Post
Recognition in Newsletter <i>(4,000+ electronic and 1,300+ print distribution)</i>	★★★	★★	★★	★★	★
Name/Logo listed in post-event report	★★★	★★	★★	★★	★



★ = Name

★★ = Logo

★★★ = Premium Logo Placement

The scenic St. Croix River is where we go to canoe, fish, swim, or simply take in the view. River Rally engages dozens of volunteers who love the river and surrounding parks and paths.

Recently, River Rally added several miles of the St. Croix River to the task list, as well as included area of Brown's Creek Trail. Help support, protect, and preserve and St. Croix River by supporting water-based and land-based clean-up opportunities!

EVENT BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Pre-Event Benefits					
Recognition on River Rally website	★★★	★★	★★	★	
Name highlighted in event press release (post-event)	★★★	★★	★★	★	★
Name/Logo on event promotional materials	★★★	★★	★★	★★	★
Name/Logo highlighted in e-Newsletter (4,000+ distribution)	★★★	★★	★★	★★	★
Event Benefits					
Name/Logo on Pontoon Boat	★★★	★★	★★	★	
Name/Logo on signage at picnic lunch	★★★	★★	★★	★	
Post-Event Benefits					
Customized social media post (2,600+ Facebook, 750+ Instagram, 800+ X followers)	Individual Post	Individual Post	Group Post	Group Post	Group Post
Recognition in newsletters (4,000+ electronic, and 1,300+ print distribution)	★★★	★★★	★★	★★	★
Name/Logo listed in post-event report	★★★	★★★	★★	★★	★
Name/Logo on Volunteer Thank You email	★★★	★★	★★	★	★



- ★ = Name
- ★★ = Logo
- ★★★ = Premium Logo Placement

Holiday Hope connects families, youth, older adults, and adults with disabilities in need during the holiday season to community sponsors who provide gift cards. Through a partnership with Cub Foods, Community Thread provides grocery gift cards to recipients.

Last year, Holiday Hope served 3,081 individuals (including 1,790 children) and 257 older adults and adults with disabilities. In all, 887 total households were positively impacted by the program.

“Thank you for your amazing and kind hearts. Without Holiday Hope and the donations, I would not have been able to provide the things that make the holidays special. My children were so excited!”
 ~ Holiday Hope Recipient

Sponsor Benefits	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Pre-Holiday Hope Benefits					
Recognition on Holiday Hope webpage	★★★	★★	★★	★★	★
Recognition in monthly e-News (4,000+ distribution)	★★★	★★	★★	★	★
Recognition on signage at Community Thread	★★★	★★	★★	★	★
"Why I Support Holiday Hope" video recorded and promoted by Community Thread (website and social media)	★★★	★★	★★		
Post-Holiday Hope Benefits					
Customized social media post (2,600+ Facebook, 750+ Instagram, 800+ X followers)	Individual Post	Group Post	Group Post	Group Post	Group Post
Recognition in Connector Newsletter (4,000+ electronic and 1,300+ print distribution)	★★★	★★	★★	★	★

Please complete the information below.

2024 BUSINESS SPONSORSHIP COMMITMENT

Business Name

Contact Name

Address

Phone

Email

Business Website

SPONSOR COMMITMENT LEVEL

Thrive

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

Black Tie Bingo

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

Spring into Service

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

Stuff the Bus

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

River Rally

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

Holiday Hope

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

METHOD OF PAYMENT

☐ **Online payment:** visit communitythreadmn.org/support-us to make payment

☐ via Square

☐ via Paypal

☐ **Check made payable to Community Thread**

☐ **Send me an invoice**

For more information, contact Cathleen Hess at 651-789-4173.
Completed forms may be returned to Cathleen Hess via mail or
in person at 2300 Orleans St. W., Stillwater, MN 55082, or email to
Cathleen@CommunityThreadMN.org

