



POVERELLO HOUSE

**CALL FOR**

**H O P E**

**=TELETHON=**

**SPONSORSHIP  
OPPORTUNITIES**

*Proceeds Benefit  
Poverello House*

**THURSDAY, APRIL 07, 2022**

**Presented by**





# Poverello House

*Enriching the lives and spirits  
of all who pass our way*

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Dear Community Supporter:

It is with great excitement that Poverello House is announcing our 2022, "Call for Hope" Telethon event. The Telethon will be held on ABC Channel 30 on April 7<sup>th</sup>. Our goal is to tell the story of Poverello House's work in the community and raise funds to support the operations of our rapidly growing organization.

As an additional tool for telling our story, we are producing a 28-minute, commercial-free special that will air on Sunday, April 3<sup>rd</sup> just before American Idol. We are looking forward to being able to share about our history, the great work we do each day, and what is in store for the future. This special will be the first of its kind in our nearly 50-year history!

I am reaching out to you because you have been an incredible partner with Poverello House over the last several years. You are, of course, part of this story! Your partnership makes a serious impact. We hope that you will join us as a partner in the "Call for Hope" Telethon in April.

We have several exclusive sponsorship opportunities (please see attached) that will be featured throughout the event. Each sponsorship level comes with the opportunity to be part of the Sunday night special, includes airtime for commercials, and will be elevated through all media outlets. Being a sponsor of the telethon will communicate your vital role in serving those experiencing homelessness in Fresno County.

I appreciate your consideration of joining us for the first event of this kind in Poverello House's history. I will look forward to speaking with you further about this unique opportunity soon! I also cannot thank you enough for your continued partnership and the impacts you are making daily in our community.

Sincerely,

Zachary D. Darrah  
Chief Executive Officer





*Presenting Sponsor*  
**\$50,000**



**110 (:30) promotional spots to be aired in conjunction with a variety of programming on ABC30**

**The number of spots includes:**

- 30 spots on ABC30
- 4 (:05) billboards on Action News AM/PM
- 30 spots on the ABC Localish Network (ABC 30.2, Charter Spectrum 712, Comcast HD 709)
- 50 spots shared (:30 seconds/:10 second tag) on ABC30.com, to begin running three weeks prior to the event
- ABC30 Promo including verbal mentions of your sponsorship
- Homepage takeover on ABC30's website during the day of Telethon
- Inclusion of your logo on the Telethon splash page on ABC30.com
- Social media blasts on both Facebook and Twitter

**At this level, you will also receive:**

- Primary sponsor of our 30-minute program that will air on Sunday, April 3 at 6:30 p.m., with logo during the program
- Interview during the program
- Logo placement on all material and name mentioned during the Telethon
- Be featured as presenting sponsor during all promotional spots of the campaign
- Logo presented on all mailed materials regarding the Telethon
- Two premier VIP banquet tables at Gift of Hope Gala event in October 2022
- Two full-page color ads in Gift of Hope Gala event program
- Sponsor recognition on website, e-blasts, media, and social media
- Logo on event signage





**90 (:30) promotional spots to be aired in conjunction with a variety of programming on ABC30**

**The number of spots includes:**

- 20 spots on ABC30
- 2 (:05) billboards in Action News AM/PM
- 20 spots on the ABC Localish Network (ABC 30.2, Charter Spectrum 712, Comcast HD 709)
- 50 spots shared (:30 seconds/:10 second tag) on ABC30.com, to begin running three weeks prior to the event
- ABC30 Promo including verbal mentions of your sponsorship
- Homepage takeover on ABC30's website during the day of Telethon
- Inclusion of your logo on the Telethon splash page on ABC30.com
- Social media blasts on both Facebook and Twitter

**At this level, you will also receive:**

- Primary sponsor of our 30-minute program that will air on Sunday, April 3, 2022, starting at 6:30 p.m., with logo during the program
- Logo placement on all material and name mentioned during the Telethon
- Logo presented on all mailed materials regarding the Telethon
- One premier VIP banquet table at Gift of Hope Gala event in October 2022
- One full-page color ad in Gift of Hope Gala event program
- Sponsor recognition on website, e-blasts, media, and social media
- Logo on event signage







**75 (:30) promotional spots to be aired in conjunction with a variety of programming on ABC30**

**The number of spots includes:**

- 10 spots on ABC30
- 15 spots on the ABC Localish Network (ABC 30.2, Charter Spectrum 712, Comcast HD 709)
- 50 spots shared (:30 seconds/:10 second tag) on ABC30.com, to begin running three weeks prior to the event
- Inclusion of your logo on the Telethon splash page on ABC30.com
- Social media blasts on both Facebook and Twitter

**At this level, you will also receive:**

- Sponsor of our 30-minute program that will air on Sunday, April 3, 2022, at 6:30 p.m., with your name listed at the end as a contributing partner
- Exposure through name mentions during Telethon
- Name present on all mailed materials regarding the Telethon
- One premier VIP banquet table at Gift of Hope Gala event in October 2022
- ½ page color ad in Gift of Hope Gala event program
- Sponsor recognition on website, e-blasts, media, and social media
- Logo on event signage





**66 (:30) promotional spots to be aired in conjunction with a variety of programming on ABC30**

**The number of spots includes:**

- 6 spots on ABC30
- 10 spots on the ABC Localish Network (ABC 30.2, Charter Spectrum 712, Comcast HD 709)
- 50 spots shared (:30 seconds/:10 second tag) on ABC30.com, to begin running three weeks prior to the event
- Inclusion of your logo on the Telethon splash page on ABC30.com
- Social media blasts on both Facebook and Twitter

**At this level you will also receive:**

- Sponsor of our 30-minute program that will air on Sunday, April 3, 2022, at 6:30 p.m., with your name listed at the end as a contributing partner
- Exposure through name mentions during Telethon
- Name present on all mailed materials regarding the Telethon
- Sponsor recognition on website, e-blasts, media, and social media
- Logo on event signage



# Sponsorship Form



☐ Presenting Sponsor (\$50,000)

☐ Silver Sponsor (\$10,000)

☐ Gold Sponsor (\$25,000)

☐ Bronze Sponsor (\$7,500)

## Contact Information

Contact Name : \_\_\_\_\_

Address : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone : \_\_\_\_\_

E-Mail : \_\_\_\_\_

## Card Information

☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover Exp Date: \_\_\_\_\_ CSC: \_\_\_\_\_

Name on Card : \_\_\_\_\_

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

Billing Address : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ Zip Code: \_\_\_\_\_

Preferred to be recognized in material as : \_\_\_\_\_

For full sponsorship benefits, this form must be received by March 4, 2022.  
Please mail payment along with this form to P.O. Box 12225, Fresno, CA 93777.

Make check payable to Poverello House.

For more information, contact Kristina Flores - (559) 498-6988 or  
[kflores@poverellohouse.org](mailto:kflores@poverellohouse.org)