



new settlement
building equitable futures



**ANNUAL
SPONSORSHIP
PACKAGES**



2023 - 24



SPONSOR BENEFITS

SHOWCASE YOUR BRAND

Sponsoring New Settlement events offers you a new way of giving and engagement. Our year-round sponsorship allows you to promote your brand, enhance your image with the community, promote internal goodwill among your employees, and reach new audiences. Your name and brand are present in pre-event marketing and throughout associated events, which gives you ample exposure in front of community members, local elected officials, staff leadership, Board members, and other key decision makers.

NETWORK AND CONNECT

You'll be able to network and interact with attendees during our Signature Event and Programs, providing you with valuable exposure to community members and key supporters. This is an exclusive benefit of sponsorship.

ACCESS PREMIUM BENEFITS

As a yearly sponsor, you will receive priority access to benefits compared to single event sponsors. You will enjoy year-round exposure to our program participants and key funders, and sponsorship on a variety of programs that match your community goals. You will also be listed as a sponsor to the Signature Event from the first announcement, granting you more opportunity to showcase your brand. We'll only solicit you once, but you see the impact of your partnership throughout the year.



ABOUT NEW SETTLEMENT



Building equitable futures for Bronx residents since 1989

Rooted in the Bronx, New Settlement stands with community members to break systemic barriers, advance justice, promote leadership, and strengthen neighborhoods. By ensuring agency around education, employment, housing, wellness, and creative expression, we help cultivate an equitable society where individuals and families have the power to use their voices to create the change they wish to see.

15,000

**PROGRAM PARTICIPANTS
ENGAGED EACH YEAR**

12

**PROGRAMS THAT TAKE
COMMUNITY MEMBERS
FROM CHILDHOOD, TO
FAMILY-SUSTAINING
CAREERS, INTO
RETIREMENT**

1,000+

**UNIQUE SIGNATURE EVENT
ATTENDEES, ANNUALLY**

12,000

EBLAST SUBSCRIBERS

89

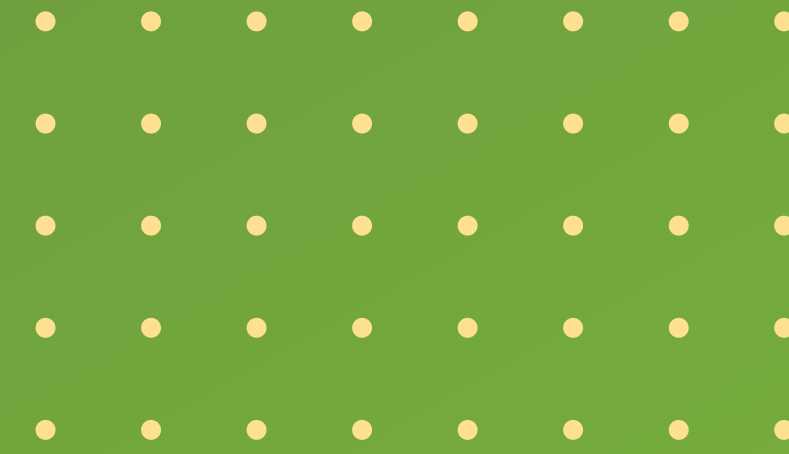
**PROGRAM PARTNERSHIPS
WITH FELLOW NYC
NONPROFITS AND
COMPANIES, WORKING TO
SHARE RESOURCES AND
NETWORKS**

1,890

**INSTAGRAM FOLLOWERS
ORGANIZATION-WIDE**

ANNUAL SPONSORSHIP

3 EASY STEPS TO CRAFT YOUR PARTNERSHIP



01

CHOOSE A PROGRAM PACKAGE THAT'S RIGHT FOR YOU

Packages allow you to have year-round engagement across multiple programs, increasing your impact.



02

CHOOSE A SPONSORSHIP TIER TO MAXIMIZE IMPACT

See what's included in each tier, including the value and reach of your investment.



03

OPTION: SPEAK TO US ABOUT CUSTOM-TAILORED PACKAGES BASED ON YOUR COMPANY'S COMMUNITY INTERESTS





PROGRAM PACKAGES



See which is best for you!



HEALTH & WELLNESS



SIGNATURE EVENT

Block Party – October 28, 2023

SIGNATURE PROGRAMS

- **Pantry pop-ups** – monthly, with larger scale holiday/event pop-ups
- **Swim tournaments** – February and March 2024
- **Lifeguard training** – winter-spring 2024
- **Black Maternal Health event** – May 2023
- **Salsa Sundays and Partner Yoga programs**

Program Package

IMPACT

Community Health Initiatives - CHI takes a comprehensive approach to address food justice in the Bronx through initiatives including a community-run market known as the 170 Farm Stand, a food pantry, nutritional workshops for kids and families, and youth leadership development.

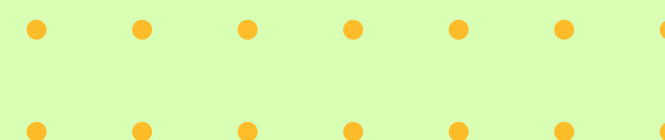
- 1,938 lbs. of food distributed weekly and 100,815 lbs. of nutritious food distributed annually
- 600 households (2,000 individuals) receive food packages monthly

New Settlement Community Center - serves students from the three New Settlement Community campus schools, their families, and members of the surrounding community with a range of programs in health and nutrition, education, youth development, and the arts.

- 518 youth who pass through learn to swim programming (this does not include swim teams or any school groups)
- 12 lifeguards graduate on average annually
- 6,098 Community Center members, annually

Block Party - an open-to-the-public block party for the residents of Highbridge and Mt. Eden that brings the entire New Settlement community together – participants old and young, tenants, neighbors, local businesses and elected officials, partner schools and programs, staff, volunteers, and board members of New Settlement.

- 1,000+ attendees
- 11,800+ total contacts will receive announcement and invitation eblasts
- 1,890 Instagram followers will see reels, stories, and posts.



COMMUNITY ENGAGEMENT



SIGNATURE EVENT

Block Party – October 28, 2023

SIGNATURE PROGRAMS

- **Easter Event** – 4/20/23
- **Juneteenth** – 6/17/23
- **Movie Night in the Park** – Sep. 2023 TBD
- **Dance Showcases** – 3-4 times per year

Program Package

IMPACT

New Settlement Community Center – (Basketball tournament, Movie Night, and Easter host) – serves students from the three New Settlement Community campus schools, their families, and members of the surrounding community with a range of programs in health and nutrition, education, youth development, and the arts.

- 6,098 Community Center members, annually

Parent Action Committee (PAC) – (Juneteenth host) – works to create fair, just, culturally responsive, and inclusive school environments across The Bronx.

- 600 parents engaged per year
- 16 schools, on average, in partnership with the Parent Ambassador Program

Program for Girls and Young Women – (Dance Showcases) – The Program for Girls and Young Women offers participants a range of activities designed to build artistic, healthy living, and leadership skills in a safe and supportive girls-only setting.

- 85 young women participate annually in programs that develop skills to make positive, informed choices about their health, relationships, education, and employment opportunities.

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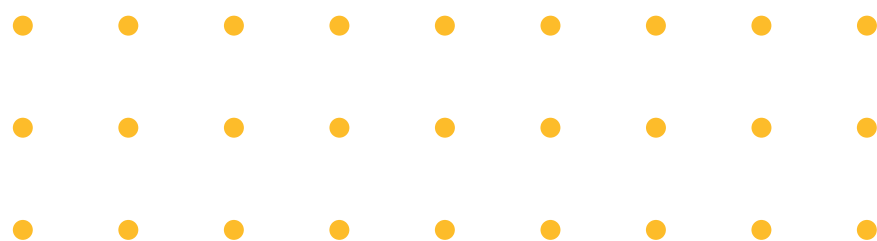
EDUCATION ENRICHMENT

SIGNATURE EVENT

Block Party – October 28, 2023

SIGNATURE PROGRAMS

- College Emergency Scholarships
- Career & skills workshops
- Field trips
- *All are year-round and sporadic.



Program Package

IMPACT

College Access Center (CAC)/Program for Girls and Young Women emergency scholarships - provide books, housing deposits, student fees, and other costs not covered by financial aid.

- The CAC provides a range of services that guide our community's college-aspiring youth through the steps necessary to identify, prepare for and apply to college and secure financial aid.
- The Program for Girls and Young Women (PGYW) promotes peer leadership, self-confidence, positive risk-taking, healthy decision-making, and community engagement through a range of activities in a safe and supportive setting.

- 370 Bronx high school seniors receive intensive 1:1 counseling to guide their college applications
- 29 young women from PGYW participated in the GOAL Project, receiving college and career guidance and workshops on dating abuse, trafficking, sexuality, and LGBTQIA+ issues

Young Adult Opportunity Initiative (YAOI)/New Settlement Community Center (NSCC) career and skills workshops - (Juneteenth host) - Economic empowerment and job training workshops offer community members tools to support "family-sustaining careers." In the past, we've seen high interest in financial literacy workshops, and resume interview guidance.

- The Community Center serves students from the three New Settlement Community campus schools, their families, and members of the surrounding community with a range of programs in health and nutrition, education, youth development, and the arts.
- YAOI provides out-of-school, out-of-work youth ages 17-24 of our community with the skills, training, and emotional and vocational support they need to re-enter school and/or enter the workforce.
- 103 YAOI students, per cohort, who can benefit from continuing education opportunities
- 6,098 Community Center members, annually
- 11,000+ contacts will receive announcement and invitation eblasts

EDUCATION ENRICHMENT

PART 2

SIGNATURE EVENT

Block Party – October 28, 2023

SIGNATURE PROGRAMS

- **College Emergency Scholarships**
- **Career & skills workshops**
- **Field trips**
- ***All are year-round and sporadic.**

IMPACT

After-School and Summer Programs – (field trips) – Built on the principles and best practices for social-emotional learning, New Settlement's after-school and summer programs serve students through several primary academic and leadership areas, including arts, literacy, STEM, sports, health, and more.

- 1459 youths served
- 60 field trips planned for the 2023-24 school year
- Culturally enriching trips can boost grades and decrease absences and behavioral infractions, and develop a greater tolerance for people with different opinions (Erickson et al., 2022).

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- 1,000+ attendees
- 11,800+ total contacts will receive announcement and invitation eblasts
- 1,890 Instagram followers will see reels, stories, and posts.

SPONSORSHIP TIERS



TITLE - \$25,000

Outreach, in-person, and recognition

TEAM BUILDING

Value: \$5,000

- Craft a volunteer day for up to 10 employees ex. garden clean-up, food pantry support, etc. We'll provide a modest lunch, branded t-shirts to commemorate the event, a 4-hour hands-on experience, and we'll follow up with a report to show you and your staff the community impact of your work.

OR

EDUCATION

Value: \$5,000

- Present 1 educational workshop (or 1 series, if available). Economic empowerment and job training workshops offer community members tools to support “family sustaining careers.” In the past we’ve seen high interest in financial literacy workshops, resume and interview guidance, and mortgage and homeownership 101.

SPONSORSHIP

Value: \$7,500

25,000 estimated reach as a sponsor at this level, in print, digital, press promotions, and broadcast at event

- Underwriting sponsor of Signature Event and 1 Signature Program
- Acknowledgment from event stage and opportunity to address the audience during Signature Event
- Sponsor recognition throughout signature programs and event

NETWORKING

Value: \$5,000

1,000+ attendees at signature event

- Invitation for 5 tickets to attend Board/Funder cultivation event
- Meet the Executive Director and Tour
- New Settlement sponsor logo to use in your marketing materials
- Prime booth location during Signature Event - for games, giveaways, sign-ups, etc.

PRINT & WEB

Value: \$7,500

11,800+ contacts receive eblasts for Signature Event
40% open rate to monthly newsletter (500 subscribers)
1,890 Instagram followers see reels, stories, and posts

- Banner featured in monthly newsletter for 3 months
- Dedicated social media post about the company's partnership with New Settlement
- Recognized with logo hyperlinked on the New Settlement website and Signature Event webpages.
- Logo on all Signature Program marketing; tagging in social media promotional posts
- Recognition in Signature Event press release
- Written acknowledgment in annual report publication

Sponsorship Tier



ADVOCATE - \$17,500

In-person and recognition

SPONSORSHIP

Value: \$7,500

15,000 estimated reach as a sponsor at this level, in print, digital, and broadcast at event

- Underwriting sponsor of 1 Signature Program
- Official sponsor of a designated vendor/ activity during Signature Event
- Sponsor recognition throughout all Signature Programs and Signature Event

NETWORKING

Value: \$4,000

1,000+ attendees at signature event

- Invitation for 2 tickets to attend Board/Funder cultivation event
- Meet the Executive Director and Tour
- New Settlement sponsor logo to use in your marketing materials
- Prime booth location during Signature Event - for games, giveaways, sign-ups, etc.

PRINT & WEB

Value: \$6,000

11,800+ contacts will receive announcement and invitation eblasts

1,800 Instagram followers will see reels, stories and posts

- Dedicated social media post about the company’s partnership with New Settlement
- Recognized with logo hyperlinked on the New Settlement website and Signature Event webpages.
- Recognized with name on the New Settlement website and Signature Event webpages.
- Logo on all Signature Event marketing; and tagging in social media promotional posts
- Mention in event press release
- Written acknowledgment in annual report publication





PARTNER - \$10,000*

*Local, small businesses are offered all perks in this tier at \$2,500
Recognition

SPONSORSHIP

Value: \$2,500
12,000 estimated reach as a sponsor at this level

- Sponsor recognition throughout all Signature Programs and Signature Event

NETWORKING

Value: \$2,500
1,000+ attendees at signature event

- General tabling space for games, giveaways, sign-ups, etc. at signature event



PRINT & WEB

Value: \$5,000
11,800+ contacts will receive announcement and invitation eblasts for Signature Event
500 of our most loyal supporters receive The Golden Hour monthly newsletter, 40% open rate
1,890 Instagram followers will see reels, stories, and posts (on our most trafficked social site)

- Recognized with name on the New Settlement website and Signature Event webpages.
- Logo on all Signature Program marketing; and tagging in social media promotional posts
- Mention in event press release
- Written acknowledgment in annual report publication



GALVANIZING DONORSHIP* \$10,000

Outreach, in-person, and recognition

*The Galvanizing Donorship package is a fundraiser option with a set tier.

SIGNATURE CAMPAIGN

Year-End fundraiser

Your sponsorship, named the "underwriting matching gift" during the 2023 Year-End Campaign, will motivate donors to double their impact through \$1 for \$1 matching.

SIGNATURE PROGRAM

2024 NYC Marathon team

Fundraising Package & Sponsorship Tier

IMPACT

- 72% individual donor growth from 2021-2022, providing unrestricted funds that shore-up operations, emergency funds to community members in need, and fulfill programmatic shortfalls.
- 11,800+ contacts will receive announcements and invitation eblasts

SPONSORSHIP

Value: \$2,500

12,000 estimated reach as a sponsor at this level

- Sponsor recognition throughout each Signature Campaign and Signature Program

NETWORKING

Value: \$2,500

85-125 attendees at cultivation event of our most influential donors, volunteers, and supporters

- Invitation for 2 tickets to attend Board/Funder cultivation event

PRINT & WEB

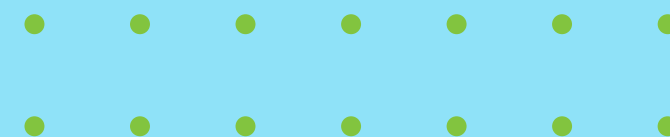
Value: \$5,000

11,800+ contacts will receive announcement and invitation eblasts for Signature Event

500 of our most loyal supporters receive The Golden Hour monthly newsletter, 40% open rate

1,890 Instagram followers will see reels, stories, and posts (on our most trafficked social site)

- Featured in the golden hour newsletter and subsequent campaign newsletters for two months
- Dedicated social media posts about matching gift partnerships with New Settlement
- Recognized with name on the New Settlement website and campaign webpage
- Written acknowledgment in annual report publication



APPLICATION FOR 2023 ANNUAL SPONSORSHIP PACKAGE

Submit to: Leigh Reid | l.reid@newsettlement.org | phone: (332) 323-5352

SPONSOR INFORMATION

I. Program Package: choose one

☐ HEALTH & WELLNESS ☐ COMMUNITY ENGAGEMENT ☐ EDUCATION ENRICHMENT

II. Sponsor Tier: choose one

☐ TITLE - \$25,000 ☐ ADVOCATE - \$17,500 ☐ PARTNER - \$10,000 ☐ GALVANIZING DONORSHIP - \$10,000

Organization/Company: _____

Contact Name: _____

Job Title: _____

Address: _____

street, suite/apt - _____

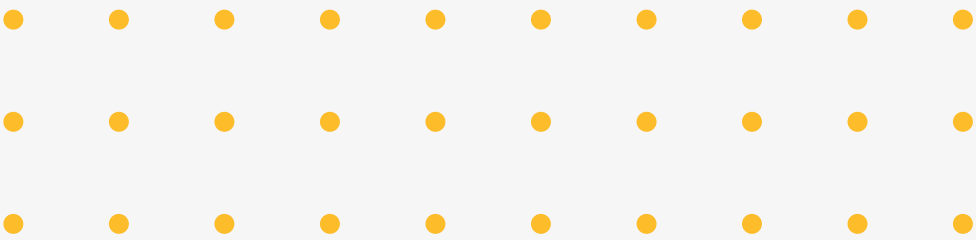
City – State – Zip Code _____

Phone: _____

Email: _____

Website: _____

Important Sponsorship Information • Sponsorships are available on a first-come, first-served basis. • We will notify you upon receipt of your choice as to whether your preferred sponsorship option can be honored. • Applications for annual sponsorships will only be accepted by submitting a completed form via email to Leigh Reid at l.reid@newsettlement.org.



CONFIRMATION AND PAYMENT

Once your sponsorship has been processed, you will receive an e-mail confirmation which will include information on your personalized sponsorship package, and how to process an electronic funds transfer. If you'd prefer to pay via check, an invoice will be provided with your confirmation.

☐ Prefer to pay by Check ☐ Prefer to pay by EFT

CANCELLATIONS

Cancellations are not permitted once payment has been remitted.



New Settlement

@NewSettlementNY



Leigh Reid

Director of Development and Communications



(332) 323 - 5352



www.newsettlement.org



l.reid@newsettlement.org



**1512 Townsend Avenue
Bronx, NY 10452**

New Settlement is a 501(c)3 tax-exempt organization