



Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

April 27, 2022

What is Spring2ACTion?

Spring2ACTion is Alexandria's Giving Day, a 24-hour call to ACTION to get online and give! Presented by ACT for Alexandria, this day has raised over \$15M in the past 11 years for local nonprofits that support our families, children, seniors, veterans, animals and more. Last year, \$2.6M was raised for 160 nonprofits organizations.

This day is an easy and fun way for all of us to give together while lifting up our local nonprofits that provide arts and culture, education, health and basic needs and more to our community!

Why Be a Sponsor? Spring2ACTion is one of the most widely recognized community events in Alexandria. Alexandria's nonprofits are given a platform to reach new donors, and sponsors reach local, quality audiences. In 2021, the Spring2ACTion site had 182,506 total page views and 129,598 unique page views. Sponsoring Alexandria's Giving Day will give impactful business exposure and position your company as one that gives back to the community.

Want to Learn More? Contact Tricia Ritchie at ACT for Alexandria at tricia.ritchie@actforalexandria.org or (703) 739-7778.



Spring2ACTion Sponsorships 2022

Benefits for All Sponsor Levels

Company Name/Logo proudly displayed on Spring2ACTion (S2A) website; on signage/banners at S2A virtual events, including nonprofit workshops; in press releases and ads for local news outlets; and included in emails to nonprofits, ACT fund holders, and more than 9,400 past donors.

Presenting Sponsor \$25,000

City of Alexandria; Amazon

- Headliner placement on Spring2ACTion website
- Opportunity to post video on S2A social media
- Company participation featured in S2A social media posts

Hometown Hero \$10,000

McEneaney Associates; 3 available

- Prominent placement on Spring2ACTion website
- Opportunity to post video on S2A social media
- Company participation featured in S2A social media posts

Kick-Off Celebration \$7,500

The Patterson Group

- Exclusive promotion at Kick-Off Celebration on April 21

Leaderboard \$5,000

TTR Sotheby's | The Seward Group;
Surviving Survivors; Madigan | Schuler

- Exclusive promotion on Spring2ACTion Leaderboard Pages
- Opportunity to post video on S2A social media

Power Hour \$5,000

TTR Sotheby's | The Patterson Group

- Exclusive promotion during Power Hours
- Opportunity to post video on S2A social media

Business Fundraiser \$3,000

Burke and Herbert Bank

- Exclusive promotion to businesses and business associations participating in Business Fundraiser Program

Early Bird \$3,000

Marks-Woods Construction; 1 available

- Exclusive promotion during Early Giving period

ACTion Hero \$2,500

ESP Coffee & Tea; Guaranteed Rate

- Exclusive promotion when \$100 prizes are awarded hourly the day of

Community Partner \$1,000

Brighter Strategies; Giant Landover; John
Marshall Bank; Sikich; Virginia Tech;
Cryor DiNardo Fund; Helen Olivia;
Chadwicks; Eshom Wilhelm Fund;
Washington Street UMC;
unlimited available

- 100% of these funds will provide prizes to S2A nonprofits

