



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 22,010 users, 136,901 page views, and an average session of almost 8 minutes. Sponsoring Alexandria's Giving Day will give impactful business exposure and position your company as one that gives back to the community.



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.

Event Co-Sponsors \$25,000 (2 available)

- Prominent placement of Spring2ACTion website
- Opportunity to post video on S2A social media highlighting involvement
- Company Name on S2A collateral to be distributed to local businesses
- Company participation featured in S2A social media posts

Hometown Hero \$10,000 (4 available)

- Prominent placement of Spring2ACTion website
- Opportunity to post video on S2A social media highlighting involvement
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Leaderboard \$5,000 (4 available)

- Exclusive promotion on Spring2ACTion website
- Opportunity to post video on S2A social media highlighting involvement
- Company Name on S2A collateral to be distributed to local businesses
- Company participation featured in S2A social media posts

Power Hour \$5,000 (1 available)

- Exclusive promotion during Power Hours
- Opportunity to post video on S2A social media highlighting involvement
- Company Name on S2A collateral to be distributed to local businesses
- Company participation featured in S2A social media posts

Early Bird \$3,000 (2 available)

- Exclusive promotion when prizes are awarded during the early bird period
- Opportunity to post video on S2A social media highlighting involvement
- Company Name on S2A collateral to be distributed to local businesses

ACTion Hero \$2,500 (3 available)

- Exclusive promotion when \$100 prizes are awarded hourly the day of
- Company Name on S2A collateral to be distributed to local businesses

Community Partner \$1,000 (unlimited)

- Proudly display Company Name/Logo on S2A website & all events
- 100% of these funds will provide prizes to S2A nonprofits



For more information about sponsorships, please contact:

Tricia Ritchie, ACT Development Officer
tricia.ritchie@actforalexandria.org or 703-615-9585