



## Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

# April 26, 2023 Sponsorships

### Sponsor Quote

“

*We look forward to Spring2ACTion every year because its a chance to partner with nonprofits to raise crucial funding that both bolsters their work and feeds back into the community - benefitting us all.*

”

Kelly Grant  
ALX Community

### Event Information

Spring2ACTion is Alexandria's Giving Day, a 24-hour call to ACTION to get online and give! Hosted by ACT for Alexandria, this day has raised more than \$17M over the past 12 years for local nonprofits.

Spring2ACTion is an easy and fun way for us to give together and lift up the local nonprofits that provide such valuable services to this community we love. Last year, 7,700 donors gave \$2.65M to 172 nonprofit organizations.

**Why Be a Sponsor?** Spring2ACTion is one of the most widely recognized community events in Alexandria. Our city's nonprofits are given a platform to reach new donors, and sponsors reach local audiences. In 2022, the Spring2ACTion site had 172,193 total page views.

**Sponsoring Alexandria's Giving Day will give impactful business exposure and position your company as one that gives back to the community.**



To learn more, contact Tricia Ritchie at (703)739-7778 or [tricia.ritchie@actforalexandria.org](mailto:tricia.ritchie@actforalexandria.org)



## BENEFITS FOR ALL 2023 SPONSORS:

Company Name/Logo 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.



**ACT for ALEXANDRIA**  
A COMMUNITY FOUNDATION

### ABOUT ACT

*ACT is Alexandria's community foundation that improves the lives of those who live and work in the city by catalyzing change through strategic initiatives and trust-based philanthropy, connecting donors with causes they are passionate about, and collaborating with nonprofits to optimize resources and impact.*



703-739-7778



tricia.ritchie@actforalexandria.org

# Sponsorship Levels

\$25,000

### PRESENTING SPONSOR **SOLD**

- Headliner placement on Spring2ACTION website
- Opportunity to post video on S2A social media
- Company participation featured in S2A social media post

\$10,000

### HOMETOWN HERO **4 AVAILABLE**

- Prominent placement on Spring2ACTION website
- Opportunity to post video on S2A social media
- Company participation featured in S2A social media posts

\$7,500

### KICKOFF CELEBRATION **SOLD**

- Exclusive promotion at Kick-Off Celebration
- Opportunity to speak at event
- Opportunity to post video on S2A social media

\$5,000

### LEADERBOARD **4 AVAILABLE**

- Exclusive promotion on website leaderboards
- Opportunity to post video on S2A social media

### POWER HOUR **1 AVAILABLE, 1 SOLD**

- Exclusive promotion during power hours
- Opportunity to post video on S2A social media

\$3,000

### BUSINESS FUNDRAISER **2 AVAILABLE**

- Exclusive promotion for Business Fundraiser competition

### EARLYBIRD **2 AVAILABLE**

- Exclusive promotion during Early Giving period (April 12-25)

\$2,500

### ACTION HERO **2 AVAILABLE**

- Exclusive promotion when \$100 prizes are awarded hourly

\$1,000

### COMMUNITY PARTNER **UNLIMITED**

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