



# Make a Lasting Impact

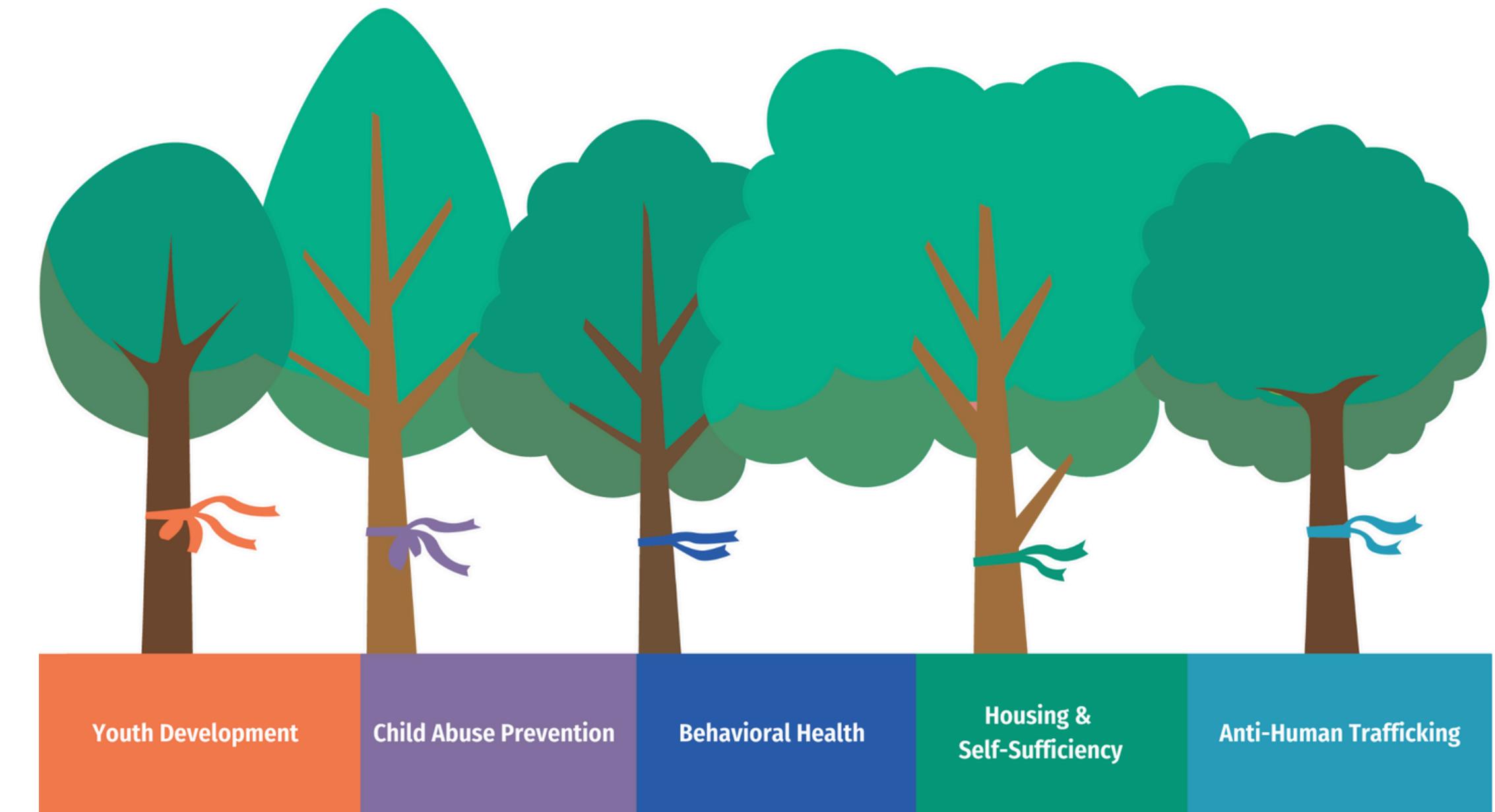
Back-to-School Drive  
Sponsorships

Visit Our Website  
[lifelinecs.org](http://lifelinecs.org)



# Lifeline's Mission & Services

**Lifeline's Mission is to build self-reliance among youth, adults, and families through high-quality, community – based services. We serve over 25,000 of the most vulnerable children, adults, and families in San Diego with cutting-edge, trauma-informed programming.**





## The Need

Lifeline's annual Back to School Drive brings together community members and partners to provide over 500+ backpacks to local schools for both Lifeline clients and students in need. Getting ready to go back-to-school can be stressful for many vulnerable families. Caregivers are faced with the decision of buying groceries or sending their kids to school with a backpack and supplies.

YOU can make the difference. We are inviting your organization to invest in our local youth by sponsoring backpacks for student so they are set up for success this school year!

# Sponsorship Levels

**GOLD**

**SILVER**

**BRONZE**

## Gold Title Sponsor - \$5,000

*Investment Benefits: Your support transforms several classrooms full of students with 100+ backpacks filled with the back-to-school essentials youth need to start the school year out successfully.*

- VIP Site Visit Tour of Lifeline's HQ Facility in Vista, CA
- Dedicated social media post
- Logo displayed prominently on Lifeline's homepage website slider
- Logo displayed on all marketing materials (print & digital)
- Opportunity to place an item (coupon, ad, swag, product samples) inside backpacks \*must be age appropriate
- CUSTOMIZED RECOGNITION OPTIONS TO BEST MEET YOUR NEEDS

## Silver Classroom Champion Sponsor - \$2,500

*Investment Benefits: Your support champions a local classroom with 50+ backpacks for students filled with essentials to start the school year off right.*

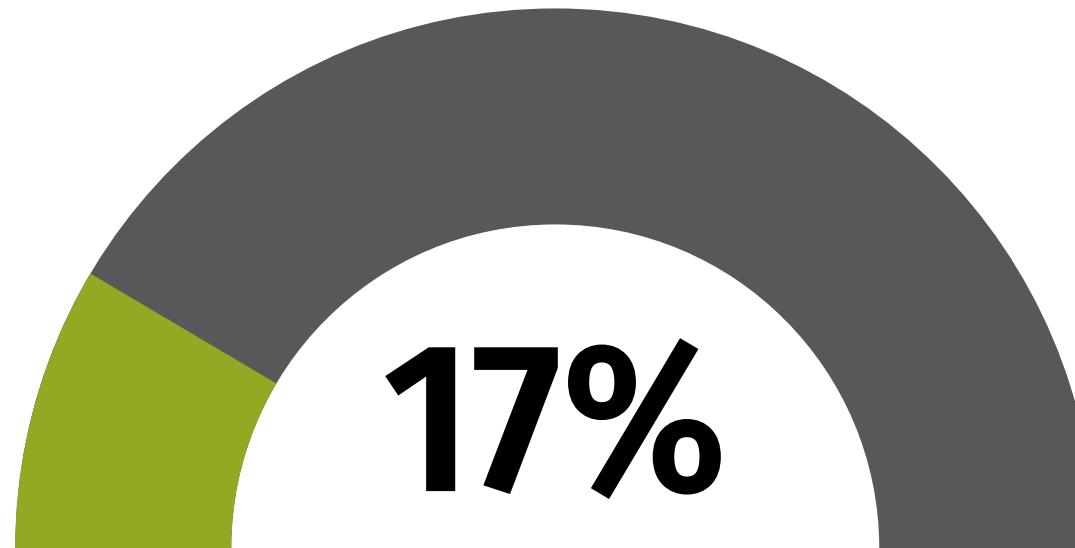
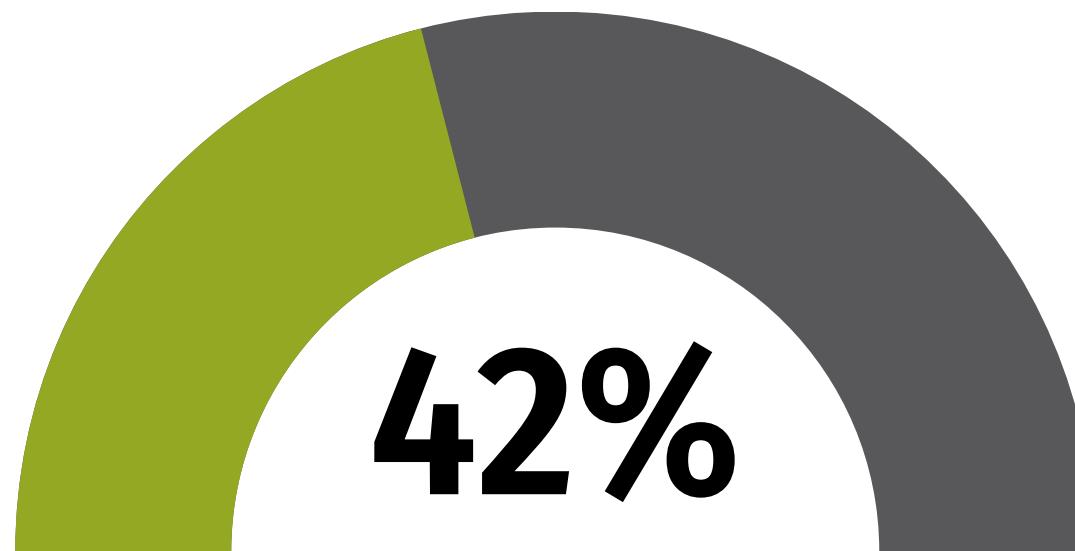
- Logo displayed on Lifeline's website
- Logo displayed on all marketing materials (print & digital)
- Social Media cross promotion
- Opportunity to place an item (coupon, ad, swag, product samples) inside backpacks \*must be age appropriate

## Bronze Backpack Supporting Sponsor - \$1,000

*Investment Benefits: Your support partners with a local classroom, providing over 10+ backpacks for students in need.*

- Logo displayed on all marketing materials (print & digital)
- Social Media cross promotion

# Engagement Overview



- **Newsletter Reach:** 3.2k frequent contacts
- 42% average open rate (vs. 17% industry average)
- Specialized and general audiences for maximum engagement
- **Social Media:** Lifeline has over 5,200 followers across Facebook, Instagram, Twitter, and LinkedIn
- 68,000+ Impressions across all platforms
- Average 7% engagement rate (vs. .07% industry average)





# Your Investment

## Support the Well-Being of Local Youth

Support the future of our community by supporting the basic needs of our youth. When youth thrive we all thrive.



## Increased Brand Visibility

Your support will be recognized across various channels, including social media, event signage, and press releases, amplifying your brand's reach and impact.



## Community Engagement

Engage with your local community in a meaningful way by supporting initiatives that directly benefit those in need.

Lifeline's Back-to-School Drive provides a platform for businesses like yours to give back, fostering goodwill and building stronger connections with customers and stakeholders who share your values.



**“I think this year is going to be a really  
good one, I’m going to 5th grade this year  
and the backpack that I got is going to be  
great for this year.”**

**-Backpack Recipient**



*For more information or to become a sponsor, please contact:*

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