



YOUTH & FAMILY SERVICES

**SPONSORSHIP OPPORTUNITY**  
**Project New Day: Day of Giving**  
**Saturday, July 11, 2015**

**What is Project New Day: Day of Giving?**

Project New Day is the best way to give to our community while getting more than just a good feeling in return. The concept is simple. We ask that on Saturday, July 11<sup>th</sup> you donate a percentage of your business's profit or a flat dollar amount to New Day Youth & Family Services.

**Why should I participate?**

- We'll make sure that Albuquerque knows all about you. Perks vary per each sponsorship level, but include:
  - Advertisement of your business at the 5<sup>th</sup> Annual New Day Benefit Concert featuring Widespread Panic on Friday, July 10, 2015 at the Sandia Amphitheater
  - Recognizing your business in New Day's online and print materials
  - Broadcasting love through our media partner iHeartMedia (formally Clear Channel)
- There are over 8,000 homeless youth in Albuquerque. By participating you are assisting New Day in providing shelter, food, safety, and education to our youth.

**BROADCAST SPONSOR:**



**94Rock, The Edge, The Peak, Big I 107.9, Hot 95.1, KABQ-AM, KABQ-FM, 98.1 Classic Country, 100.9 The beat**

## PROJECT NEW DAY: SPONSORSHIP LEVELS

Thank you for considering supporting A New Day by becoming a Showcase Sponsor, Partner, Sponsor, or Supporter.

Benefits include:

<p>Showcase Sponsors (\$5,000)</p> <p><i>Only 4 available</i></p>	<ul style="list-style-type: none"> <li>• <b>“Showcase Sponsor”</b> recognition in all Project New Day promotional materials along with partnering Showcase sponsors</li> <li>• <b>A live band performance</b> on Saturday, July 11<sup>th</sup> at your business</li> <li>• <b>Live Station Remote</b> hosted by iHeartMedia</li> <li>• <b>50 Tickets for Wide Spread Concert</b> on Friday, July 10</li> <li>• All benefits included at <b>Partner</b> level</li> </ul>
<p>Partner (\$2,500)</p>	<ul style="list-style-type: none"> <li>• <b>“Partner”</b> recognition in all Project New Day promotional material, ads, and press releases</li> <li>• Additional recognition on iHeartMedia</li> <li>• <b>25 Tickets for Wide Spread Concert</b> on Friday, July 10</li> <li>• All benefits included at <b>Sponsor</b> level</li> </ul>
<p>Sponsor (\$1,000)</p>	<ul style="list-style-type: none"> <li>• <b>“Sponsor”</b> recognition in all Project New Day promotional material, ads and press releases</li> <li>• Name/business will be listed on Project New Day posters throughout the city</li> <li>• All benefits included at 5% <b>Supporter</b> level</li> </ul>
<p>Supporter (5% of day’s proceeds)</p>	<ul style="list-style-type: none"> <li>• Recognition in our <b>Social Networking Promotional Campaign</b> through New Day website, Facebook, Google+, and New Day newsletter</li> <li>• Name/business will be listed on the Project New Day flyer distributed to <b>Widespread Panic Concert attendees on Friday, July 10<sup>th</sup></b></li> <li>• Signage and promotional material for your business/office provided before and after the event</li> </ul>

If you would like to be a Supporter, Sponsor, Partner, or Showcase Sponsor of Project New Day, or if you need more information please contact Shawna Brown at 505-260-9912 or via email at [sbrown@ndnm.org](mailto:sbrown@ndnm.org).

**If you choose to participate, the attached business agreement should be turned into New Day by Monday, June 22, 2015.**

FUNDS RAISED ON A NEW DAY WILL BE SPENT TO PROVIDE SHELTER, SUPPORT, AND LIFE SKILLS TO HOMELESS YOUTH IN ALBUQUERQUE

BUSINESS PARTICIPATION AGREEMENT

Your business can support Project New Day on Saturday, July 11, 2015, by filling out the form below and faxing it to New Day Youth & Family Services at 505-938-1064. You can also email the form to [sbrown@ndnm.org](mailto:sbrown@ndnm.org). **This form should be sent into New Day by Monday, June 22, 2015.**

BUSINESS NAME:

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CONTACT NAME:

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ADDRESS:

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CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE:

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EMAIL:

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The undersigned agrees to donate \$\_\_\_\_\_ or \_\_\_ % of the above business' gross sales generated on Project New Day, Saturday, July 11, 2015.

I am unable to participate at one of the levels above but I support the work of New Day with a donation of \$\_\_\_\_\_.

Tax-deductible donations are accepted by check or credit card.

Checks should be made payable to New Day Youth & Family Services. Please mail by *Friday, July 17, 2015*: 1330 San Pedro Drive SE Suite 201-B Albuquerque, NM 87110.

Credit card information can be accepted over the phone. Please call 505-260-9912 with your credit card information ready and ask to speak with Shawna Brown.

Donor's signature:

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THANK YOU FOR YOUR SUPPORT OF NEW DAY YOUTH & FAMILY SERVICES.