

2024 Annual Sponsorship Program

WE'RE
MATCHING
SPONSORS
\$2-FOR-\$1



MISSION STATEMENT

Transforming Lake County by providing strategic leadership and impactful philanthropic support to ensure equitable opportunity for all communities that we serve.

Legacy Foundation is the community foundation for Lake County, Indiana. For over 30 years, Legacy Foundation has been empowering people, providing strategic leadership, and impactful philanthropic support to create an equitable Lake County where all people thrive.



Lake County's Community Foundation



Sponsorship is a high-impact form of marketing.

Join the community of philanthropic minded businesses and increase your company's visibility and brand recognition through our work within Lake County communities.

A Legacy Foundation corporate sponsorship provides you with the opportunity to broaden your competitive advantage by:

- ✓ Enhancing your image.
- ✓ Creating positive publicity along with heightened visibility.
- ✓ Differentiating you from your competitors.
- ✓ Showcasing your business as supporting the community and contributing to its success.

Now you can triple your impact! For a limited time, sponsorships will be matched \$2-for-\$1. Sponsorship dollars raised will go into the Lake County Community Fund to support grants for nonprofits.



Yes! I'd like to become a Legacy Foundation Corporate Sponsor.

To pay by credit card: Visit www.legacyfdn.org/sponsors

To pay by invoice: Contact us at legacy@legacyfdn.org or 219.736.1880

Name: _____

Company: _____

Address 1: _____

Address 2: _____

City | State | Zip: _____

Phone: _____

Email: _____

Please select a sponsorship level:

FOUNDATION PARTNER

- Community Sponsor \$10,000
- Impact Sponsor \$7,500

EVENT SPONSOR

- Leader \$5,000
- Sustainer \$3,000
- Supporter \$1,500

Supporter event sponsor only: Please identify which event you would like to support

- Annual Celebration
- Lake County Advancement Committee Luncheons
- Scholarship Awards Dinner

Please make checks payable to Legacy Foundation and return it with this slip. Your contribution is tax-deductible within the limits of the law.



Foundation Partner

Foundation partners get year long marketing through Legacy's programs and events. They are recognized as philanthropic leaders throughout the year through Legacy Foundation's network and are invited to participate in a variety of donor programs and community events.

Our work is carried out through five core pillars:

Strengthening Organizations

Through Legacy Learning Lab, we provide Lake County serving organizations with year-long training and education programs. Hundreds of nonprofit organization staff members participate in Learning Lab each year.

Connecting Communities

We empower residents through skill-building opportunities and resident focused programming, while providing grant opportunities to support grassroots projects led by local residents.

Giving Locally

We establish specific funds, such as the Women in Philanthropy Giving Circle, to provide community members of diverse backgrounds opportunities to contribute and engage in ways that are meaningful to them.

Mobilizing Philanthropy

In 2022, we awarded over \$3.9 million in grants and scholarships to nonprofit organizations and students. We regularly refine our grantmaking process to ensure alignment with evolving needs of nonprofit organizations and identify strategies to enhance scholarship application rates from underrepresented schools.

Support Entrepreneurship

In partnership with other local foundations and organizations, we manage NWI BizHub to provide small businesses with access to services to help them grow their business.



YOUR SPONSORSHIP WILL BE MATCHED \$2-FOR-\$1!

Community Sponsor | \$10,000 Investment

$$\begin{matrix} \$10,000 \\ \text{YOUR} \\ \text{GENEROUS GIFT} \end{matrix} + \begin{matrix} \$20,000 \\ \text{MATCHING} \\ \text{DOLLARS} \end{matrix} = \begin{matrix} \$30,000 \\ \text{TRIPLE THE} \\ \text{IMPACT!} \end{matrix}$$

Impact Sponsor | \$7,500 Investment

$$\begin{matrix} \$7,500 \\ \text{YOUR} \\ \text{GENEROUS GIFT} \end{matrix} + \begin{matrix} \$15,000 \\ \text{MATCHING} \\ \text{DOLLARS} \end{matrix} = \begin{matrix} \$22,500 \\ \text{TRIPLE THE} \\ \text{IMPACT!} \end{matrix}$$

Foundation Partner Sponsorship Levels:

Community Sponsor | \$10,000 Investment

Tax Deductible Portion: \$9,120

Year-Long Exposure:

- Interview blog featured on Foundation website and social media channels.
- Company logo in footer of all Legacy Foundation e-Newsletters.
- Company logo on sponsorship page and event registration pages of Foundation website.
- Recurring recognition as an annual sponsor through the Foundation's social media channels.
- Company logo in Foundation's Annual Report to the community.
- Company logo recognition on Foundation's Annual Sponsors sign, displayed at programs and events.

Events and Programming:

- Invitation to donor programs and events.
- Recognition as a sponsor of Foundation events, including Legacy Learning Lab training, Lake County Advancement Committee, Annual Scholarship Dinner, and Annual Celebration (Company logo on invitations, programs and website; company acknowledgement from podium; company advertisement or marketing items distributed at events)
- Company logo recognition in event slides/video at Annual Celebration.
- Announce a scholar and have photo taken at podium at Annual Scholarship Dinner.
- Announce a Heart of Lake County award recipient and have photo taken at podium at Annual Celebration.
- 4 complimentary tickets to each Lake County Advancement Committee Luncheon (minimum 6/year)
- 4 complimentary tickets to Annual Scholarship Dinner.

109,700 Estimated Reach

Impact Sponsor | \$7,500 Investment

Tax Deductible Portion: \$6,620

Year-Long Exposure:

- Company logo in footer of Legacy News e-Newsletter
- Company logo on sponsorship page and event registration pages of Foundation website.
- Recurring recognition as an annual sponsor through the Foundation's social media channels.
- Company logo in Foundation's Annual Report to the community.
- Company logo recognition on Foundation's Annual Sponsors sign, displayed at programs and events.

Events and Programming:

- Invitation to donor programs and events
- Recognition as a sponsor of Foundation events, including Legacy Learning Lab training, Lake County Advancement Committee Luncheons, Annual Scholarship Dinner, and Annual Celebration (Company logo on invitations programs and website; company acknowledgement from podium; company advertisement or marketing items distributed at events)
- Company logo recognition in event slides/video at Annual Celebration
- 4 complimentary tickets to each Lake County Advancement Committee Luncheon (minimum 6 events hosted per calendar year)
- 4 complimentary tickets to Annual Scholarship Dinner

101,300 Estimated Reach



Event Sponsor

As an event sponsor, your company can get recognition at the Foundation's primary events:

Lake County Advancement Committee (LCAC) Luncheon Series

The LCAC Luncheon Series connects Northwest Indiana residents with a variety of topic expert speakers in major social, economic and policy issues impacting our communities. LCAC Luncheons are hosted throughout the year, with a minimum of six lunches, each bringing together approximately 50-100 Northwest Indiana residents, business owners, nonprofit organizations, and community leaders.

Annual Scholarship Awards Dinner

Our Scholarship Awards dinner is held in early June each year to honor our recent scholarship recipients. Over 200 Northwest Indiana families join us to celebrate the accomplishments of Legacy Foundation's scholarship recipients.

Annual Celebration

The Foundation's annual celebration brings together Northwest Indiana's most engaged residents. The evening highlights the achievements made throughout the year by Legacy Foundation, grantees, and partners. Approximately 250 community leaders, nonprofit organizations, and Legacy Foundation donors attend this free event.

YOUR SPONSORSHIP WILL BE MATCHED \$2-FOR-\$1!

Leader | \$5,000 Investment



Sustainer | \$3,000 Investment



Supporter | \$1,500 Investment



Event Sponsorship Levels:

Leader | \$5,000 Investment

Tax Deductible Portion: \$4,480

- Company logo in footer of Legacy Foundation event digital invitations for Annual Celebration, Scholarship Awards Dinner, and Lake County Advancement Committee Luncheons.
- Company logo on printed invitations for Annual Celebration and Annual Scholarship Dinner.
- Company logo on sponsorship page and event registration pages of Foundation website.
- Company logo recognition in event Annual Celebration, Scholarship Dinner, and Lake County Advancement Committee programs and event signage.
- Company acknowledgement from podium at Annual Celebration and Scholarship Dinner.
- Company logo recognition in event slides/video at Annual Celebration
- 4 complimentary tickets to Annual Scholarship Dinner
- 12 complimentary tickets to use at Lake County Advancement Committee Luncheons of your choice.

12,000 Estimated Reach

Sustainer | \$3,000 Investment

Tax Deductible Portion: \$2,680

- Company logo in footer of Legacy Foundation event digital invitations for Annual Celebration, Scholarship Awards Dinner, and Lake County Advancement Committee Luncheons
- Company logo on printed invitations for Annual Celebration and Annual Scholarship Dinner
- Company logo on sponsorship page and event registration pages of Foundation website
- Company logo recognition in event Annual Celebration, Scholarship Dinner, and Lake County Advancement Committee programs and event signage.
- 2 complimentary tickets to Annual Scholarship Dinner
- 8 complimentary tickets to use at Lake County Advancement Committee Luncheons of your choice, or table at one luncheon.

10,500 Estimated Reach

Supporter | \$1,500 Investment

Tax Deductible Portion: Will vary based on selected event.

Supporter will select one of the following events to apply sponsorship benefits:

- Lake County Advancement Committee Luncheon Series
- Annual Scholarship Awards Dinner
- Annual Celebration
- Company logo on sponsorship page and event registration page.
- Company logo recognition in event program and signage of event.
- 4 complimentary tickets to Annual Scholarship Dinner or Lake County Advancement Committee Luncheon of your choice.

6,000 Estimated Reach