



October 1 – November 22, 2022

Pie in the Sky is a perfect blend of helping others while taking that extra task off the to-do-list for Thanksgiving. *Pie in the Sky* continues to be a community-wide event that makes a profound difference in the lives of Coloradans coping with severe illnesses, providing over 19,000 meals last year.

A fast-growing, fun-loving annual fundraiser, individuals sell pies through our *Pie in the Sky* virtual platform to friends, family, and co-workers through the months of October and November. Companies also sponsor the event and purchase pies as gifts of appreciation for clients and staff. Pies are then available as early as a week before Thanksgiving at locations throughout Denver and Colorado Springs, with additional delivery options available for sponsors.

Pie in the Sky is Good Business

Reach over 15,000 Project Angel Heart supporters and generate additional, high-touch impressions through our event marketing!

Further,

- Position your company as a community leader and generate positive public relations during the Thanksgiving holiday, when customers and employees are in the giving spirit and when your efforts will be most noticed
- Provide pies to clients or employees as a sign of goodwill and appreciation during the holiday season
- Be a centerpiece at Thanksgiving on 3,000+ pies entering homes!
- Feel great knowing each pie sale provides more than three meals to someone with a life-threatening illness!

Project Angel Heart has a 30-year history in the community and has received the highest rating from Charity Navigator, is a Better Business Bureau accredited charity and is consistently recognized as a top nonprofit.

Consumers make choices based upon a company's alignment with their values including¹:

- 92% reporting a more positive image of a company
- 87% are more likely to trust that company
- 88% would show more loyalty to that company

Poverty and hunger is the second highest ranked issue that consumers would like companies to address through philanthropy behind economic development.



¹ Cone Communications, 2017 CSR Study (www.conecomm.com)



2022 Sponsorship Opportunities

Presenting Sponsor - \$20,000

- Recognition as a premier partner in Denver Business Journal (17,837 circulation) and 5280 Magazine (75,000+ circulation) ad
- Up to 100 pies delivered to your location on November 22
- Personalized thank you video message that can be shared with employees or clients highlighting your contributions of providing nutritious meals to individuals coping with severe illness
- Logo inclusion on the following*:
 - Pie in the Sky labels for 3,000+ pies
 - Post cards, t-shirts, promotional ads, event emails, and event website
- Opportunity to provide a takeaway or help at a pie pick-up location
- Optional volunteer team building opportunity
- Social media inclusion
- And more! We can customize with robust benefits based on your marketing and philanthropic goals!



Upper Crust Sponsor - \$10,000

- Featured as the sponsor of a particular pie flavor with custom label
- Up to 75 pies delivered to your location on November 22
- Personalized thank you video message that can be shared with employees/clients highlighting your support providing nutritious meals to individuals coping with severe
- Logo inclusion on the following*:
 - Pie in the Sky labels for 3,000+ pies
 - Post cards, t-shirts, promotional ads, event emails, and event website
- Opportunity to provide a takeaway at or help at a pie pick-up location
- Optional volunteer team building opportunity
- Social media inclusion

Pastry Chef Sponsor - \$5,000

- Up to 50 pies delivered to your location on November 22
- Logo inclusion on the following*:
 - Pie in the Sky labels for 3,000+ pies
 - Post cards, t-shirts, promotional ads, event emails, and event website
- Social media inclusion

Thanks-Giving Sponsor - \$2,500

- Up to 15 pies delivered to your location on November 22
- Name inclusion on the following*:
 - Pie in the Sky website, event emails, pie labels, post cards, and t-shirts
 - Social media inclusion



**Customizable Client & Staff
Appreciation & Recognition Opportunities**
Show Them You Really Care This Holiday Season!

Thoughtful & Sweet Sponsor I - \$2,750

- 30 pies featuring the event logo + a custom label with your company logo delivered to your location
- Personalized notecards provided with each pie
- Personalized e-mail that can be shared with employees/clients highlighting your support providing nutritious meals to individuals coping with severe illness during the holiday season
- Social media inclusion
- Name included on Pie in the Sky website



Thoughtful & Sweet Sponsor II - \$1,600

- 10 pies featuring the event logo
- Personalized notecards provided with each pie
- Personalized e-mail that can be shared with employees/clients highlighting your support providing nutritious meals to individuals coping with severe illness during the holiday season
- Name included on Pie in the Sky website

Need more pie? Additional pies may be ordered on top of any sponsorship at \$30 each!

Pie flavors subject to availability. Order by October 31 for guaranteed selection.

Thank you for your consideration in supporting Pie in the Sky!

Contact Caleigh Isaacks, Corporate Partnerships Officer, at cisaacksprojectangelheart.org or (303) 407-9447 to discuss these and additional opportunities available!



Sponsorship Commitment Form

- Presenting Sponsor\$20,000
- Upper Crust Sponsor.....\$10,000
- Pastry Chef Sponsor\$5,000
- Thanks-Giving Sponsor\$2,500
- Thoughtful & Sweet I\$2,750
- Thoughtful & Sweet II.....\$1,600

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Payment (credit card payment or check payable to Project Angel Heart) enclosed. Please bill me.

Credit Card No: _____

Exp. Date:_____ CVV Code: _____

Name on Card: _____

Signature: _____

For more information, please contact Caleigh Isaacks, Corporate Partnerships Officer, 303-407-9447. **Please return commitment form as soon as possible to take full advantage of sponsor benefits.**

Email: cisaacks@projectangelheart.org

Mail: Project Angel Heart, 4950 Washington Street, Denver, CO 80216

Please note that commitment by **October 15 guarantees recognition in all marketing materials for event sponsorships. Sponsorship contributions are contingent on both the event's occurrence and delivery of related event obligations and are accounted as refundable advances until these conditions have been satisfied.*

