

# 2014- 2015

## NEDCO Partnership Opportunities





2014

To Our Supporters and Partners,

NEDCO has been proudly working in collaboration with our community since 1979. Indeed, we are thrilled to be celebrating our 35<sup>th</sup> Anniversary this year. We will be adding an extra flair to our normal programs and promotions, and an extra effort to collect the personal stories about the impacts of our work. As with any effort we undertake, we rely on the generous support and partnerships of businesses and friends like you to carry out our mission of building human and capital assets, strengthening neighborhoods, and broadening participation in community ownership and governance. Specifically, we are seeking support for our programs, as well as promotional events and activities, designed to bill the region as a vibrant economic center and bring our community to it to dine, shop, and engage.

We are presenting a detailed package of partnership opportunities designed to help you choose where you want to allocate your valuable sponsorship dollars. Rather than have us contact you year-round, the enclosed package allows you an overview of the activities you want to support. You can even let us know how you'd like to be billed – all at once, prior to each event, or on a monthly basis.

It is vital we understand how we can impact community economic development. From our perspective, working in collaboration with the very community we serve only benefits us all. Our values are founded on listening to community need and providing an impactful response. Your partnership with NEDCO is not a transactional one. Your support of our community is truly your contribution to that response and our collective future.

Please look through the enclosed package to familiarize yourself with the opportunities to do just that. A NEDCO representative will be in touch shortly to set up a time to meet with you personally about your choices. Please don't hesitate to contact us with any questions.

Sincerely,

Claire Seguin  
Executive Director

212 Main Street  
Springfield, OR 97477  
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T (503) 779-2680  
F (503) 779-2682

421 High Street  
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T (503) 655-8974  
F (503) 303-4763

[www.nedcocdc.org](http://www.nedcocdc.org)

# OPPORTUNITIES AT A GLANCE

(SEE ENCLOSURES FOR DETAILED BENEFITS)

## PROGRAMS & CLASSES

### HATCH BUSINESS INCUBATOR, YEAR-ROUND

ANNUAL MEMBERSHIP OF 85 CLIENTS

- \$15,000 Exclusive Sponsor, 1 Spot available annually**  
*Sponsor a full year as the exclusive headline sponsor, providing tuition assistance for 10 Hatchlings*
- \$1,500 Tuition Sponsor, Up to 25 spots available annually**  
*Sponsor tuition assistance for Hatchlings*

### MARKETPLACE@SPROUT!, YEAR-ROUND

ATTENDANCE: 500-600/WEEK OFF-SEASON; 1000-1200/WEEK PEAK SEASON

- \$15,000 Full Year, 1 Spot available, annually**
- \$1,500 Quarter, 4 Spots available, quarterly**
- \$300 Month, 5 Spots available, monthly**

### ASSET-BUILDING CLASSES, LANE COUNTY, YEAR-ROUND

AVERAGE OF 30 PARTICIPANTS PER CLASS SERIES (*Multiple Series Packages Also Available*)

**Financial Foundations**, *Sponsor a class series and its cohort in fundamental financial planning*

- \$600 Exclusive Sponsor, 1 Spot available, per monthly series**
- \$300 Co-Sponsor, 2 Spots available, per monthly series**

**Threshold Homeownership**, *Sponsor a class series and its cohort in the foundations of first time home ownership*

- \$600 Exclusive Sponsor, 1 Spot available, per quarterly series**
- \$300 Co-Sponsor, 2 Spots available, per quarterly series**

**ABCs of Homebuying**, *Sponsor a class series and its cohort in an accelerated workshop on first time home ownership*

- \$600 Exclusive Sponsor, 1 Spot available, per quarterly series**
- \$300 Co-Sponsor, 2 Spots available, per quarterly series**

### ASSET-BUILDING CLASSES, MARION COUNTY, YEAR-ROUND

AVERAGE OF 30 PARTICIPANTS PER CLASS SERIES (*Multiple Series Packages Also Available*)

**Lifeline Financial Education**, *Sponsor a class series and its cohort in basic financial literacy*

- \$600 Exclusive Sponsor, 1 Spot available, per quarterly series**
- \$300 Co-Sponsor, 2 Spots available, per quarterly series**

**Financial Foundations**, *Sponsor a class series and its cohort in fundamental financial planning*

- \$600 Exclusive Sponsor, 1 Spot available, per quarterly series**
- \$300 Co-Sponsor, 2 Spots available, per quarterly series**

**Threshold Homeownership**, *Sponsor a class series and its cohort in the foundations of first time home ownership*

- \$600 Exclusive Sponsor, 1 Spot available, per quarterly series**
- \$300 Co-Sponsor, 2 Spots available, per quarterly series**

## 35<sup>TH</sup> ANNIVERSARY EVENTS & ACTIVITIES

### SPRINGFIELD STROLL, JULY 2014-JUNE 2015

FEATURED BUSINESS DURING ART WALK, AVE. ATTENDANCE 150-200

*Support the revitalization of Downtown Springfield by promoting your business during the popular 2<sup>nd</sup> Friday Art Walk.*

- ☐ **\$250, 2 Spots available, monthly**

### 35<sup>TH</sup> ANNIVERSARY VIDEO, SUMMER 2014

5,000 UNIQUE VIEWS IN FIRST 6 MONTHS

*Support this momentous anniversary by showcasing your partnership in our promotional video.*

- ☐ **\$250, 4 Spots available**

### DINNERS@SPROUT!, FALL/WINTER 2014

ATTENDANCE ESTIMATED AT 40 GUESTS PER DINNER

*Support our programming through an exclusive sponsorship of three private ticketed fundraisers.*

- ☐ **\$1,200, Exclusive Headline Sponsor, 1 Spot available to support all three dinner fundraisers**
- ☐ **\$500, Exclusive Dinner Sponsor, 1 Spot available, per dinner**

### FALL FUNDRAISER EVENT, OCTOBER 2014

ATTENDANCE ESTIMATED AT 800-1000

*Support our programming through a cumulative celebration of 35 Years of community impacts.*

- ☐ **\$1,500, Platinum Sponsor, 1 Spot available**
- ☐ **\$750, Gold Sponsor, 2 Spots available**
- ☐ **\$500, Silver Sponsor, 4 Spots available**
- ☐ **Media Sponsor, 1 Spot available**
- ☐ **\$100, Table Sponsor, 10 Spots available**

# SPONSORSHIP |



Hatch Business Incubator equips entrepreneurs with the financial resources and skills necessary to achieve long-term economic stability. Hatch takes the entrepreneur from activating a great idea to incubating their business in the commercial marketplace to helping an established business reach the next stage of success.

## 85 ANNUAL SUBSCRIBERS

TARGET AUDIENCES: ENTREPRENEURS AND MICRO ENTERPRISE OF ALL INDUSTRIES SEEKING ASSISTANCE IN GETTING STARTED; FOOD AND RETAIL SMALL BUSINESSES SEEKING EXPANSION AND DEVELOPMENT

SCHEDULE: TWO CLASS SERIES PER QUARTER, PLUS 2 WORKSHOP PER MONTH

<i>Sponsors can support the program at any level between \$1,500 and \$15,000. Benefits are illustrative and can be negotiated to suit your business needs.</i>	<b>Exclusive Sponsor</b> <i>Sponsor a full year as the exclusive headline sponsor, providing tuition assistance for 10 Hatchlings</i>	<b>Tuition Sponsor</b> <i>Sponsor tuition assistance for Hatchlings</i>
<i>Available Annually</i>	<i>\$15,000   1 Spot</i>	<i>\$1,500   25 Spots</i>
Company name and/or logo included on Hatch advertising and publicity throughout the year		
Business cards (for one employee) included in client welcome packet		
Complementary membership in the Hatch Mentor Network, with direct access to small businesses		
Placement of company product in Hatch locations and at special Hatch events		
Signage recognizing Headline Sponsorship displayed at the Hatch office		
Social media posts recognizing your company		
Company listed in NEDCO annual report; 35th Anniversary support acknowledgements		
Opportunity to instruct or be a panel member at workshops up to twice annually		
Company representative present at quarterly networking events, with 5 minutes to present to the group		* up to two workshops or classes annually
Logo and company name on curriculum folder provided to every class participant		* up to two classes annually, on topics related to your company's business
Logo and company name displayed on 'Welcome' power point slide at every class		* up to two classes annually
Logo and recognition in each monthly eNewsletter		* for one quarter

# SPONSORSHIP | MARKETPLACE@



*Marketplace@Sprout! is the region's only year-round farmers' market fulfilling the need of Springfield's underserved community. Marketplace enables people of all incomes to access affordable, farm fresh, and locally grown healthy foods. It also provides growers and food producers an accessible entry point to develop their businesses.*

ATTENDANCE: 500-600/WEEK OCTOBER-APRIL; 1000-1200/WEEK MAY-SEPTEMBER

SCHEDULE: EVERY FRIDAY, YEAR-ROUND

TARGET AUDIENCES: INDIVIDUALS AND FAMILIES SEEKING FRESH, LOCAL, HEALTHY FOODS

FAMILIES ASSISTED THROUGH SNAP MATCH: OVER 580 PER YEAR, AND GROWING

ECONOMIC IMPACT: OVER \$7.3 MILLION SINCE 2010

	Full Year <i>Sponsor a full year of Marketplace as the headline sponsor</i>	Quarterly Sponsor <i>Sponsor 3 months of Marketplace</i>	Monthly Sponsor <i>Sponsor 1 month of Marketplace</i>
<i>Available Annually</i>	<i>\$15,000   1 Spot</i>	<i>\$1,500   4 Spots</i>	<i>\$500   5 Spots</i>
Company logo and name displayed on publicity, including print advertisements and press releases			
Booth space for your company promotion, including company rep, demos, and/or giveaways			
Company logo and name displayed on printed materials, including posters and flyers			
Opportunity for cross-promotion to market customers			
Complimentary access to any Sprout! hosted events			
Company information available at info table			
Company logo and name displayed prominently at Marketplace			
Company logo and link hyperlinked in digital outreach via e-newsletters			
Company name hyperlinked on the NEDCO website and social media			
Company listed in NEDCO annual report; 35th Anniversary support acknowledgements			

A Program of

**NEDCO**  
LocalWorks

# SPONSORSHIP | OpportunityWORKS

Homeownership  Financial Stability  Education

*Sponsor a cohort of people as they gain the skills necessary to move themselves and their families towards a future free from poverty and rich with opportunity.*

## ASSET-BUILDING CLASSES, LANE COUNTY

CLASS SERIES: FINANCIAL FOUNDATIONS, THRESHOLD HOMEOWNERSHIP, ABCS OF HOMEBUYING

AVERAGE ATTENDANCE: 30 PEOPLE

TARGET AUDIENCES: FAMILIES SEEKING STABILITY & A THRIVING FUTURE, WITH INCREASED SAVINGS, DECREASED DEBT, EXCELLENT CREDIT, AND CLEARLY DEFINED ASSET GOALS.

SCHEDULE: ALL QUARTERLY (FINANCIAL FOUNDATIONS – MONTHLY)












## ASSET-BUILDING CLASSES, MARION COUNTY

CLASS SERIES: FINANCIAL FOUNDATIONS, THRESHOLD HOMEOWNERSHIP, LIFELINE FINANCIAL EDUCATION

AVERAGE ATTENDANCE: 30 PEOPLE

TARGET AUDIENCES: FAMILIES SEEKING STABILITY & A THRIVING FUTURE, WITH INCREASED SAVINGS, DECREASED DEBT, EXCELLENT CREDIT, AND CLEARLY DEFINED ASSET GOALS.

SCHEDULE: ALL QUARTERLY

	Exclusive Sponsor <i>Sponsor a series as the exclusive sponsor, providing tuition assistance for a cohort</i>	Co-Sponsor <i>Sponsor a series as a co-sponsor, providing tuition assistance for a cohort</i>
<i>Available Annually</i>	<b>\$600   1 Spot</b>	<b>\$300   2 Spots</b>
Company employee can welcome clients at the first & last classes; up to 5 minutes to discuss company		
Logo and company name on curriculum folder provided to every participant		
Logo and company name displayed on 'Welcome' power point slide as clients gather		
Recognition of company by instructor at the start of the class		
Business cards (for one employee) available to participants at the sign-in table		
Opportunity to volunteer as a guest instructor at a separate class series		
Company listed in NEDCO annual report; 35th Anniversary support acknowledgements		

**Sponsorship Disclaimer for Homeownership Classes:**

*In compliance with HUD guidelines, and in order to maintain a neutral and impartial environment for clients, NEDCO cannot endorse or provide direct referrals to a specific company or individual.*

*We are grateful for the generous support of our sponsors, and will warmly acknowledge your company's support of first time homebuyers.*

*In addition, we encourage sponsors to also volunteer as guest instructors, but will schedule your volunteer shift for a class that is not also sponsored by your company.*

# 35<sup>TH</sup> ANNIVERSARY EVENTS & ACTIVITIES |



*35 years of positive impacts, key community investments, successes for our participants.  
Join our good works and sponsor a single activity or a combination.*

## SPRINGFIELD STROLL, JULY 2014-JUNE 2015

FEATURED BUSINESS DURING ART WALK, AVE. ATTENDANCE 150-200

TARGET AUDIENCES: ART ENTHUSIASTS; SPRINGFIELD & AREA RESIDENTS

SCHEDULE: MONTHLY

*Support the revitalization of Downtown Springfield by promoting your business during the popular 2<sup>nd</sup> Friday Art Walk.*

### Featured Business Sponsor | \$250 | 2 Spots Available Monthly

Company logo and name displayed on publicity for the month, including print advertisements, press releases, and digital outreach via e-newsletters.

Featured section including, company logo, name, and bio displayed on printed materials for the month, including flyers and handouts.

Opportunity for your company promotion, including space for information and/or giveaways at NEDCO, during month

Company name hyperlinked on the NEDCO website and social media

Company listed in NEDCO annual report; 35th Anniversary support acknowledgements

## 35<sup>TH</sup> ANNIVERSARY VIDEO, SUMMER 2014

REACH ESTIMATED AT 5,000 UNIQUE VIEWS IN FIRST 6 MONTHS

TARGET AUDIENCES: POTENTIAL CLIENTS, SUPPORTERS, AND ADVOCATES

PLACEMENT: WEBSITE; SOCIAL MEDIA; NEWSLETTERS; YOUTUBE

*Support this momentous anniversary by showcasing your partnership in our promotional video.*

### Video Sponsor | \$250 | 4 Spots available per month

Company logo and name displayed prominently in opening and closing credits.

Opportunity for your company promotion, by providing on-screen testimonial for video.

Company logo and name displayed on publicity, including press releases, digital outreach via e-newsletters, social media, website, etc.

Company name hyperlinked on the NEDCO website and social media

Company listed in NEDCO annual report; 35th Anniversary support acknowledgements



# 35<sup>TH</sup> ANNIVERSARY EVENTS & ACTIVITIES |



35 years of positive impacts, key community investments, successes for our participants.  
Join our good works and sponsor a single activity or a combination.

















## DINNERS@SPROUT!, FALL/WINTER 2014

ATTENDANCE ESTIMATED AT 40 GUESTS PER DINNER

TARGET AUDIENCES: FOOD ENTHUSIASTS; EUGENE/SPRINGFIELD RESIDENTS; NEW AND EXISTING CUSTOMERS AND SUPPORTERS

SCHEDULE: TBD, BASED ON CHEF AVAILABILITY

Support our programming through an exclusive sponsorship of three private ticketed fundraisers.

	Exclusive Headline Sponsor	Exclusive Dinner Sponsor
	<b>\$1,200   1 Spot available</b> <i>Support all three dinners exclusively</i>	<b>\$500   1 Spot available</b> <i>Support one dinner</i>
Opportunity to address diners; up to 5 minutes		
Verbal acknowledgement of exclusive sponsorship at start of evening.		
Company logo and name displayed on publicity, including advertisements, press releases, and digital outreach via e-newsletters.		
Company logo and name displayed on printed materials for the event, including menus, flyers, and posters.		
Opportunity for cross-promotion to diners, including giveaways and information.		
Company name hyperlinked on the NEDCO website and social media.		
Company listed in NEDCO annual report; 35th Anniversary support acknowledgements.		
2 Complimentary tickets to Dinner of choice.		

# 35<sup>TH</sup> ANNIVERSARY EVENTS & ACTIVITIES |



35 years of positive impacts, key community investments, successes for our participants.  
Join our good works and sponsor a single activity or a combination.

## FALL FUNDRAISER EVENT, OCTOBER 2014

A FUNDRAISING AND FRIEND-RAISING EVENT CELEBRATING NEDCO'S 35TH ANNIVERSARY, FEATURING OUR FARMERS' MARKET, CULINARY WORKSHOPS, FAMILY-FRIENDLY CARNIVAL, & AN AFTER-HOURS CONCERT AND BEER GARDEN.

ATTENDANCE ESTIMATED AT 800-1000

TARGET AUDIENCES: EUGENE/SPRINGFIELD FAMILIES; NEW & EXISTING CUSTOMERS, SUPPORTERS, & ADVOCATES  
Support our programming through a cumulative public celebration of 35 Years of community impacts.

	Exclusive Platinum Sponsor	Gold Sponsor	Silver Sponsor	Media Sponsor	Table Sponsor
	<b>\$1,500   1 Spot</b>	<b>\$750   2 Spots</b>	<b>\$500   4 Spots</b>	<b>1 Spot</b>	<b>\$100   10 Spots</b>
Your company acknowledged as main supporter of event					
Booth space for company promotion, opportunity for staff, information, demos, and/or giveaways day of event					
Company information available at info table					
Your company logo, name, and website links on post promotions on social media, and an e-newsletter article					
Your company logo displayed on all event publicity, including print advertisements and press releases					
Company logo and name displayed prominently at event	 *individual main stage signage	 *individual main stage signage	 *entrance hall signage	 *individual main stage signage	
Company logo displayed on all printed materials for event, including posters, flyers, programs					 *Name on programs
4 Complimentary tickets to Event		<b>*2 tickets</b>	<b>*2 tickets</b>	<b>*2 tickets</b>	<b>*2 tickets</b>
Your company name and logo displayed at one table					

# NEDCO Sponsorship Agreement 2014-2015

## Yes! We want to Support NEDCO!

<b>HATCH BUSINESS INCUBATOR, Lane County, Year-Round</b>				
<input type="checkbox"/>	\$15,000 Exclusive Sponsor	<input type="checkbox"/>	\$1,500 Tuition Sponsor	
<b>MARKETPLACE@SPROUT!, Lane County, Year-Round</b>				
<input type="checkbox"/>	\$15,000 Full Year	<input type="checkbox"/>	\$1,500 Quarter	<input type="checkbox"/>
				\$500 Month
<b>FINANCIAL FOUNDATIONS, Lane County, Year-Round (Multiple Series Packages Also Available)</b>				
<input type="checkbox"/>	\$600 Exclusive Sponsor	<input type="checkbox"/>	\$300 Co-Sponsor	
<b>THRESHOLD HOMEOWNERSHIP, Lane County, Year-Round (Multiple Series Packages Also Available)</b>				
<input type="checkbox"/>	\$600 Exclusive Sponsor	<input type="checkbox"/>	\$300 Co-Sponsor	
<b>ABCS OF HOMEBUYING, Lane County, Year-Round (Multiple Series Packages Also Available)</b>				
<input type="checkbox"/>	\$600 Exclusive Sponsor	<input type="checkbox"/>	\$300 Co-Sponsor	
<b>LIFELINE FINANCIAL EDUCATION, Marion County, Year-Round (Multiple Series Packages Also Available)</b>				
<input type="checkbox"/>	\$600 Exclusive Sponsor	<input type="checkbox"/>	\$300 Co-Sponsor	
<b>FINANCIAL FOUNDATIONS, Marion County, Year-Round (Multiple Series Packages Also Available)</b>				
<input type="checkbox"/>	\$600 Exclusive Sponsor	<input type="checkbox"/>	\$300 Co-Sponsor	
<b>THRESHOLD HOMEOWNERSHIP, Marion County, Year-Round (Multiple Series Packages Also Available)</b>				
<input type="checkbox"/>	\$600 Exclusive Sponsor	<input type="checkbox"/>	\$300 Co-Sponsor	
<b>SPRINGFIELD STROLL, Lane County, July 2014-June 2015</b>				
<input type="checkbox"/>	\$250 Featured Business			
<b>35TH ANNIVERSARY VIDEO, Summer 2014</b>				
<input type="checkbox"/>	\$250 Main Sponsor			
<b>DINNERS@SPROUT!, Lane County, Fall/Winter 2014</b>				
<input type="checkbox"/>	\$1,200 Exclusive Headline Sponsor	<input type="checkbox"/>	\$500 Exclusive Single Dinner Sponsor	
<b>FALL FUNDRAISER EVENT, Lane County, October 2014</b>				
<input type="checkbox"/>	\$1,500 Platinum Sponsor	<input type="checkbox"/>	\$750 Gold Sponsor	<input type="checkbox"/>
		<input type="checkbox"/>	\$500 Silver Sponsor	<input type="checkbox"/>
			\$100 Table Sponsor	<input type="checkbox"/>
				Media Sponsor

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Total Sponsorship for 2014-2015 \$ \_\_\_\_\_  Check Enclosed -or-

Bill Me  In Full  Equal Payments on the 1<sup>st</sup> of the Month

Please complete and mail to:

NEDCO, Accounts Payable, 212 Main Street, Springfield, OR 97477 -or- FAX 541.345.9584 -or- email to [jen@nedcocdc.org](mailto:jen@nedcocdc.org)

### For Administrative Use Only

Program Code
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Payment Received Date \_\_\_\_\_ Received Initials \_\_\_\_\_

Invoice Needed Date Sent \_\_\_\_\_ Initials \_\_\_\_\_

NEDCO Rep Initials \_\_\_\_\_