

# 2021 Sponsorship Levels



## Thank you for considering a sponsorship of the State Employees Combined Campaign!

We invite you to review the 2021 campaign sponsorship levels outlined below. Please contact the **SECC Director Laura Baker** at [laurabaker@ncsecc.org](mailto:laurabaker@ncsecc.org) with any questions.



### Gold Sponsor - \$5,000

- Sponsorship of:
  - The Campaign Kick-Off or Celebration Event
  - The statewide campaign video
- Logo recognition:
  - in the campaign video shared with over 50,000 state employees
  - on campaign promotional items distributed to over 800 volunteers
  - on the online giving platform available to over 75,000 state employees
  - at year-round campaign events and workshops
- Informational display table at year-round campaign events
- Recognition as sponsor on the SECC website and social media platforms



# 2021 Sponsorship Levels



## Silver Sponsor – \$2,500

- Sponsorship of:
  - The statewide campaign poster
  - Campaign incentives
- Logo recognition:
  - on the campaign poster and incentive flyers distributed to over 800 volunteers
  - on the online giving platform available to over 75,000 state employees
  - at year-round campaign events and workshops
- Informational display table at year-round campaign events
- Recognition as sponsor on the SECC website and social media platforms



## Bronze Sponsor – \$1,500

- Sponsorship of state employee retiree outreach materials
- Logo recognition on outreach material distributed to over 2500 retirees
- Informational display table at year-round campaign events
- Recognition as sponsor on the SECC website and social media platforms



## Campaign Supporter/Event Partner – \$500

- Sponsorship of one regional campaign workshop
- Logo recognition and live mention at a regional campaign workshop
- Recognition as sponsor on the SECC website and social media platforms

