Sponsorship Opportunities 2019/2020

The Freedom Café

thefreedomcafe.org

Freedom CAFÉ

Ending Human Trafficking One Ethically Sourced Mug at a Time

Who are we?

The Freedom Cafe of Durham is a non-profit specialty café dedicated to ending human trafficking and the commercial exploitation of all people.

The café provides a collaborative space that invites the local community to engage the issue and take personal and professional action toward a traffic-free world. Through presentations, discussion groups and community events, we seek to educate local citizens about the complexities of the issue and its root causes, the actions necessary for preventing it, and ways to support reputable organizations working to bring about a world where all people are free!



The Freedom Cafe has grown in impact every year since its launch as a grassroots organization, connecting with academic programs at the University of New Hampshire to support volunteers, internships, and research. Freedom Cafe volunteers and guests speak to the ways that the cafe has changed their lives with several students changing their majors and career paths because of their experiences. In 2018, The Freedom Café worked with 57 active volunteers who served a collective 1618 volunteer hours, hosted 93 educational programs including 36 Perform for Freedom awareness programs, and engaged 5621 unique individuals.

The Freedom Café was created with collaboration in mind and recently, we partnered with the UNH Center for Social Innovation and Enterprise to host a panel discussion on Forced Labor and Global Supply Chains that included companies such as Timberland and Equal Exchange. The event drew close to 600 guests, inspiring conscious consumers and bringing awareness to the far reaching impacts of exploitation.

This fall, The Freedom Café executive director, Bryan Bessette will be presenting at the TEDX Portsmouth event which will further increase the regional breadth of our message.

Questions? Contact: Bryan Bessette, bryan@thefreedomcafe.org or (603) 862-4916

Why become a sponsor?

Sponsorship offers your business the opportunity to **leverage your support** into creative advertising, reach a large and diverse audience and **gain exposure** to the members of our community who value community engagement and high quality, socially responsible purchasing.



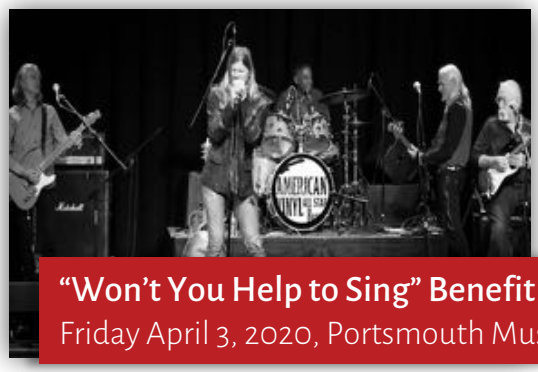
By supporting the Freedom Café, you **become a voice in helping to educate** about the prevalence of forced labor and ways business and policy leaders alike are helping to eradicate forced labor using innovative and ethical practices. Leading corporations today not only see this as a human rights issue, but as an issue of **corporate sustainability** and business competitiveness.

Yearly Program Sponsorship Opportunities

- Annual Fundraiser Event
- Perform for Freedom
- Volunteer Program
- Social Innovation Summer Internship Program
- NE GIFT Box Campaign
- NH Gives Campaign



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Join original band members from The Wailers, Boston, Steely Dan, James Brown Band, & The Doobie Brothers. Proceeds will support the non-profit work of The Freedom Cafe and the NH Human Trafficking Collaborative Task Force.

"Won't You Help to Sing" Benefit Concert to End Human Trafficking

Friday April 3, 2020, Portsmouth Music Hall - Produced by *Sweaty Turtle Entertainment*

HOST | $5,000

- Exclusivity within business category
- Recognition at event:
  - 2 min. Company presentation
  - Opportunity to display banner on opera box
  - 8 complimentary VIP event tickets ($1000 value)
  - Logo displayed at entrances
- Print & Digital Promotion:
  - Logo at top of all advertising & flier
  - Full Page in Program ($250 Value)
  - Name mention in media press release
  - Facebook/Instagram, Website
  - FREEDOM e-blast with logo (2,000+ recipients)
  - Music Hall e-blast with logo (8,000+recipients)
  - Logo on Post Event Video - opening credit
- Freedom Builder Coffee Club
  - (6 month subscription - $108 value)

GOLD SPONSOR | $2,500

- Recognition at event:
  - Logo displayed at entrances
  - Recognition announcement at podium
  - 4 complimentary VIP event tickets ($500 value)
- Print & Digital Promotion:
  - Logo on advertising & fliers
  - Full Page in Program ($250 Value)
  - Facebook/Instagram, Website
  - FREEDOM e-blast with logo (2,000+ recipients)
  - Music Hall e-blast (8,000+ recipients)
  - Logo on Post Event Video - closing credits
- Freedom Builder Coffee Club
  - (6 month subscription - $108 value)

SILVER SPONSOR | $1,250

- Recognition at event:
  - Recognition announcement at podium
  - 6 complimentary event tickets (a $354 value)
- Print & Digital Promotion:
  - Logo on advertising & fliers
  - Half Page in Program ($150 Value)
  - Facebook/Instagram, Website
  - FREEDOM e-blast (2,000+ recipients)
  - Music Hall e-blast (8,000+ recipients)
  - Logo on post event video - closing credits
- Freedom Builder Coffee Club
  - (3 month subscription - $54 value)

BRONZE SPONSOR | $650

- Recognition at event:
  - Recognition announcement at podium
  - Listed ad in event program
  - 4 complimentary event tickets (an $236 value)
- Print & Digital Promotion:
  - Name on advertising & fliers
  - 1/8 Page Biz Card in Program ($75 Value)
  - Facebook/Instagram, Link on website
  - Link in FREEDOM e-blast (2,000+ recipients)
  - Name in Post Event Video - closing
- Freedom Builder Coffee Club
  - (3 month subscription - $54 value)

FRIEND SPONSOR | $350

- Recognition at event:
  - Recognition announcement at podium
  - Listed ad in event program
  - 2 complimentary event tickets (a $118 value)
- Digital Promotion:
  - Link on website
  - Link in FREEDOM e-blast (2,000+ recipients)
  - Name in post event video - closing credits
- Freedom Builder Coffee Club
  - (3 month subscription - $54 value)

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Perform for Freedom

Perform for Freedom, our most widely attended community event runs weekly on Wednesday nights from September to May. PFF is a **performance and awareness** event that supports the movement to end human trafficking that invites performers to offer their talent and insight in a space that helps all of us learn and remain grounded as activists. Each night features a scheduled performer, educational window on human trafficking and open mic performances.

Full Season, 18 Events | $2,700

- Exclusivity within category
- Verbal recognition at all events:
  - Logo displayed behind stage where it will be included in photos and recordings throughout the season
- Print & Digital Promotion:
  - Logo at top of advertising & event pages
  - Facebook/Instagram mentions
  - Website (with logo)
  - FREEDOM e-blast with logo (2,000+ recipients) - 6 editions
- Freedom Builder Coffee Club (6 month subscription - $108 value)

1 Month Sponsor | $600

- Verbal recognition at all events:
  - Logo displayed behind stage where it will be included in photos and recordings throughout the month
- Print & Digital Promotion:
  - Logo on advertising & event pages
  - Facebook/Instagram
  - Website (with logo)
  - FREEDOM e-blast with logo (2,000+ recipients) - 2 editions
- Freedom Builder Coffee Club (3 month subscription - $54 value)

Single Event| $150

- Verbal recognition at event:
  - Logo displayed behind stage where it will be included in photos and recordings during that event
- Digital Promotion:
  - Logo on event page
  - Facebook/Instagram mention
  - FREEDOM e-blast with logo (2,000+ recipients) - 1 edition



PFF provide a context to **engage new activists**, drawing over 50 attendees each week with the audience ranging from local families, college students and professionals. The program **empowers community members** to take persistent action steps to identify human trafficking, alleviate vulnerability and become conscious consumers. Guests consistently share how they appreciate the welcoming environment and accessibility of information. One guest recently shared, "every time I leave, I take with me new information to practice in my daily life to prevent human trafficking."

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Volunteer Program

The Freedom Café has **50+ regular volunteers** who engage in regular, year-round work at the café and in the field as well as an **additional 50+ who participate in projects** such as the NH GIFT Box. This engaged community is integral to our effective operations, success, and programming. The average age of our volunteers is 20 years old, and most live in the Durham, NH area. We host a **Volunteer Recognition event** annually, bringing together about 60 of our most dedicated Freedom Volunteers for a celebration dinner.

Platinum Sponsor | $3,000

- Highest level of logo promotion
- Acknowledgement in Annual Report and Orientation Manual
- Link on website, Volunteer Inquiry Form, and Volunteer Sign-Up & Shift Log Forms
- Displayed during volunteer orientation and trainings
- Co-branding of Volunteer Recognition Event
- Announcement at podium
- Logo displayed on invitation and during event

Gold Sponsor | $1250

- Supporting level of logo promotion
- Acknowledgement in Annual Report, Website and Volunteer Inquiry Form
- Displayed during volunteer orientation and trainings
- Volunteer Recognition Event
- Announcement at podium
- Logo displayed on invitation and during event

Friend Sponsor | $600

- Logo promotion
- Acknowledgement in Annual Report
- Volunteer Recognition Event
- Name mention on invitation and during event





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In partnership with Stop the Traffik USA and the United Nations Global Initiative to Fight Human Trafficking, the Freedom Café oversees the management and placement of the New England GIFT Box. Initially launched at the 2012 Olympics in London, the GIFT Box seeks to raise large-scale awareness, introduce people to the issue of human trafficking and inspire communities to take action toward a traffic-free world.

HOST | $1,250

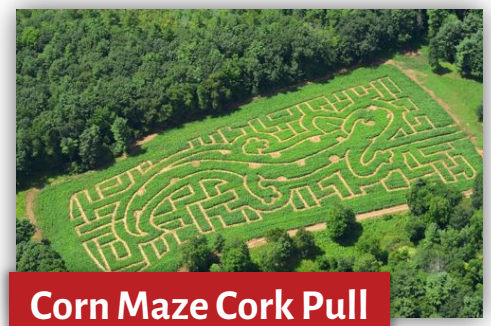
- Recognition at Event:
  - 2 min. Company presentation at press event
  - Logo displayed at at Info Table & Volunteer T-shirts
- Print & Digital Promotion:
  - Logo at top of all advertising & flier
  - Name mention in media press release
  - Facebook/Instagram, Website
  - FREEDOM e-blast with logo (2,000+ recipients)
- Freedom Builder Coffee Club
  - (6 month subscription - $108 value)

FRIEND SPONSOR | $150 -$350

- Recognition at event:
  - Recognition announcement at press event
- Digital Promotion:
  - Facebook/Instagram, Website
  - Link in FREEDOM e-blast (2,000+ recipients)

Corn Maze, Cork Pull Ticketed Benefit Event

Join us on Saturday, October 19, 2019, 5-7pm for a fun family outing at the Coppal House Farm where we will enjoy music, smore's a Wine & Beer Cork Pull and the corn maze.



GOLD SPONSOR | $500

- Recognition at event:
  - Logo displayed at stage
  - Recognition announcement at podium
  - 2 Family Pack event tickets ($130 value)
  - 2 Corks for the beer & wine pull ($40 value)
- Print & Digital Promotion:
  - Logo on advertising & fliers
  - Facebook/Instagram, Website
  - FREEDOM e-blast with logo (2,000+ recipients)

FRIEND SPONSOR | $150 -$350

- Recognition at event:
  - Recognition announcement at press event
  - 1 Family Pack event tickets ($65 value)
  - 1 Corks for the beer & wine pull ($20 value)

In-Kind SPONSOR | Donate a bottle(s) of your favorite beer or wine

- Businesses donating an equivalent retail value as Gold and Friend Sponsors will receive the equal benefits.
- Donors receive 1 cork for the beer & wine pull for every 3 bottles donated

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Summer Internship

Each summer, The Freedom Café partners with the UNH Center for Social Innovation and Entrepreneurship to host a Summer Internship. This program allows us to tackle a key development goal and mentor a young leader in our mission. At a high-profile Showcase at the end of the summer, interns present on their experiences and their recommendations for how UNH can better support student change-makers and social entrepreneurs. Total Internship Cost is $3000.
Learn more about the program at:
www.unh.edu/social-innovation/internship

HOST | $1,000+

- Recognition in our interns CSIE Showcase: Presentation
- Print & Digital Promotion:
  - Logo & Name recognition in all media
  - Facebook/Instagram, Website
  - FREEDOM e-blast with logo (2,000+ recipients)
- Freedom Builder Coffee Club
  - (6 month subscription - $108 value)

FRIEND SPONSOR | $250 -$350

- Recognition at event:
  - Recognition announcement at press event
- Digital Promotion:
  - Facebook/Instagram, Website
  - Link in FREEDOM e-blast (2,000+ recipients)

NH GIVES, an initiative of the NH Center for Nonprofits, is a statewide 24-hour online fundraising event designed to build community, connect donors to local nonprofits, and generate excitement about the nonprofit sector in NH. Each year during NH Gives, The Freedom Cafe works with our volunteer team to create an exciting peer-to-peer event that generates funds that support our core educational programs Matching sponsorships inspire our volunteers and friends to contribute allowing each donation to have a great impact while also showcasing the support of our matching sponsors.



NH GIVES

GOLD SPONSOR | $500+

- Recognition at live event:
  - Logo displayed at stage
  - Recognition announcement at podium
- Print & Digital Promotion:
  - Logo on advertising & fliers
  - Facebook/Instagram, Website , NH Gives Profile Page
  - FREEDOM e-blast with logo (2,000+ recipients)

FRIEND SPONSOR | $150 -$350

- Recognition at live event:
  - Recognition announcement at podium
- Print & Digital Promotion:
  - Name on advertising & fliers
  - Facebook/Instagram, Website , NH Gives Profile Page
  - FREEDOM e-blast with logo (2,000+ recipients))

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Sponsorship Opportunities

Contact Information

Company Name: _____

Address: _____

Phone: _____ Email: _____

Sponsorship Opportunities

"Won't You Help to Sing"

- ❑ Host $5000
- ❑ Gold $2500
- ❑ Silver $1250
- ❑ Bronze $650
- ❑ Friend $350

Event Sponsorship

- ❑ Corn Maze Cork Pull.....$_____
- ❑ NE GIFT Box.....$_____
- ❑ NH Gives Matching Sponsor.....$_____
- ❑ CSIE Internship .....$_____

Perform for Freedom

- ❑ Full Season $2700
- ❑ 1 Month.....$600
- ❑ Single Event $150

Volunteer Program

- ❑ Platinum.....$3000
- ❑ Gold.....$1250
- ❑ Friend.....$600

Silent Auction / In-Kind Donations

- ❑ Please provide a list of item(s) with brief description & approximate retail value.

Payment Options

- ❑ Enclosed is my check for $ _____ payable to The Freedom Cafe
- ❑ Please charge my credit card for $ _____

Cardholder Name: _____

Signature:_____

Expiration Date: _____ CVV: _____

Card Number: _____

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