



ACRS' 26th annual

WALK FOR RICE

every grain counts

Sponsorship Opportunities

SATURDAY

 /WalkforRice

JUNE 25, 2016

Seward Park • Seattle, WA

ACRS



ASIAN COUNSELING
and REFERRAL SERVICE



ACRS AT A GLANCE

Asian Counseling and Referral Service

is a nationally recognized 501(c)3 nonprofit offering a broad array of human services for Asian Americans, Pacific Islanders and other underserved communities in King County and surrounds.

We promote social justice, well-being and the empowerment of our communities by developing, providing and advocating for innovative, community-based, multilingual and multicultural services.



Club Bamboo members took part in the White House Conference on Aging visit to ACRS in April 2015.

ACRS PROGRAMS

- Aging and adult services
- Children, youth and families
- Civic engagement
- Comprehensive mental health
- Consultation and education
- Domestic violence batterers' treatment
- Employment and job readiness training
- Food bank
- Information and referral
- Legal clinic
- Naturalization and immigration
- Problem gambling treatment
- Private pay counseling
- Senior community meals and emergency feeding
- Senior wellness and activity center
- Substance use recovery

ACRS has fueled success for youth, families and seniors since 1973. We provide a wide-range of services in over forty languages and dialects to over 26,000 people annually. ACRS helps our clients overcome adversity while maintaining their dignity and respecting their cultures. ACRS is the largest multiservice organization in the Pacific Northwest, primarily serving Asian Americans and Pacific Islanders — immigrant, refugee and American-born.

The success of ACRS and the communities we serve is possible with generous support from corporate sponsors. Annual sponsorship can be customized to align with our partners' marketing and community outreach needs and we offer you great opportunities to market with ACRS all year long. Position your company as a philanthropic leader by supporting ACRS.



OUR COMMUNITY



KEY DEMOGRAPHIC INFORMATION

Seattle and King County residents represent some of Puget Sound's most sought after audiences:

- Growing population of roughly **2 million**
- Median household income of **\$71,811**
- **66.8%** are between the ages of 18 and 64

Asian Americans and Pacific Islanders (AAPIs) are **among the fastest growing populations** in King County, Washington and the United States.

- Asian Americans and Pacific Islanders comprise over **14%** of the population in Seattle, **27.6%** in Bellevue, **17%** in King County and **9%** in Washington State.
- The AAPI population in the United States grew **43%** between 2000-2010.

ACRS' history is grounded in serving the AAPI community in Washington.

- Our database constituents include **more than 19,000** supporters.
- In the last five years, we have welcomed **over 6,500** new donors who support our work.

26 YEARS OF GROWING SUPPORT

When you sponsor an ACRS event, you're not just supporting a great organization — you're joining an exclusive list of King County's most respected corporations and reputable community organizations. Past *Walk for Rice* sponsors include:

- | | |
|-----------------------------------|------------------------------|
| Amerigroup | KeyBank |
| Bill and Melinda Gates Foundation | Pacific Market International |
| The Boeing Company | PepsiCo |
| CenturyLink | Perkins Coie |
| Chinn Construction | The Safeway Foundation |
| Clear Channel Outdoor | Swedish Medical Center |
| Comcast | United Healthcare |
| Community Health Plan of WA | United Way of King County |
| Dorsey & Whitney | Vulcan Inc. |
| Group Health Cooperative | Wells Fargo |

WALK FOR RICE — EVERY GRAIN COUNTS

This year, *Walk for Rice* celebrates 26 years of raising money to feed the hungry. What started as a small volunteer fundraiser is today the premier community event for Asian Counseling and Referral Service. Each year, about 1,000 individuals, families and corporate teams gather at Seward Park to support the ACRS Food Bank, one of the most visited food banks in Puget Sound and the only to regularly provide foods that meet Asian American and Pacific Islander (AAPI) dietary needs.

The **ACRS Food Bank** is a cornerstone for thousands of families, AAPI and otherwise, and the *Walk* has attracted widespread media attention through the years. We look forward to celebrating the 26th annual *Walk for Rice* with all our volunteers and sponsors!



SPONSORSHIP SNAPSHOT

ACRS 26th Annual Walk for Rice

Date: Saturday, June 25, 2016, 8 a.m.-noon

Location: Seward Park, Seattle, WA

Attendance: Over 1,000 people, including community members and leaders, major donors, corporate sponsors and elected officials.

	PRESENTING	LEGACY	VISIONARY	ADVOCATE
DAY OF EVENT				
“Presented by ...” naming rights on all signage	•			
Above-marquee placement on stage banner	•			
Large logo on stage-side banner		•		
Logo on stage-side banner			•	•
On-site company booth	•	•		
On-stage presentation by company representative	•			
Emcees acknowledge company by name	•	•	•	•
MARKETING COLLATERAL & PARTICIPANT INCENTIVES				
“Presented by ...” on all marketing collateral	•			
Premiere logo positioning on ALL marketing collateral, including WFR incentive bowls	•			
Company mentioned on posters and post cards	<i>top logo</i>	<i>logo</i>	<i>logo</i>	<i>name</i>
Company mentioned on WFR t-shirts and hoodies	<i>top logo</i>	<i>logo</i>	<i>logo</i>	<i>name</i>
PUBLIC RELATIONS & SOCIAL MEDIA				
Company mentioned in media appearances	•			
Sponsor spotlight feature in ACRS newsletter	•			
Company highlighted in ACRS newsletter article	•	•		
Company acknowledged in ACRS newsletter	<i>logo</i>	<i>logo</i>	<i>logo</i>	<i>name</i>
Company included in pre-event publicity, press releases, advertisements and promoted posts	<i>top logo</i>	<i>logo</i>	<i>name</i>	<i>name</i>
Placement in social media graphics (e.g., WFR cover photo)	<i>top logo</i>	<i>logo</i>	<i>name</i>	<i>name</i>
# of guaranteed mentions on ACRS social media*	15	10	5	3
POST-EVENT MARKETING				
Permission to use ACRS and WFR logo	•			
Link to your company’s website on ACRS website	•	•	•	
Name & logo on acrs.org and walkforrice.org for a year	<i>top logo</i>	<i>logo</i>	<i>name</i>	<i>name (WFR only)</i>
Post-event acknowledgement in press & social media	<i>top logo</i>	<i>logo</i>	<i>name</i>	<i>name</i>
Sponsorship levels	\$15,000	\$10,000	\$5,000	\$3,000

* Social media mentions not limited to amount listed.

KEY DATES FOR MARKETING

KEY DATES

Get in early and maximize your exposure! See below for key printing deadlines so we can ensure to that your company will be recognized as a *Walk for Rice* sponsor.

- Mar. 4 - event postcard
- Mar. 18 - event poster and ACRS spring newsletter
- Apr. 18 - *Walk for Rice* t-shirt
- May 20 - *Walk for Rice* sweatshirt
- Jun. 25 - *Walk for Rice* event day

ACRS MARKETING PLATFORM

- Full-color postcards reaching **10,000 homes** and posters at **200 local businesses**, community centers and neighborhood hotspots
- ACRS newsletter, reaching approximately **5,000 readers**
- Websites: acrs.org and walkforrice.org, reaching ACRS supporters and event participants
- Social media outreach (Facebook and Twitter) to over **3,300 followers**
- ACRS e-mails reaching more than **6,000 individuals**
- **Billboards** at various locations in and around Seattle
- WFR prizes* for top fundraising individuals like **water bottles, t-shirts, hoodies and bowls**
- Custom-designed sponsor **banners** displayed on and around stage at the event with **1,000 attendees**



*Items shown are for illustrative purposes only. Actual incentives may differ.

SPONSORSHIP LEVELS



PRESENTING SPONSORSHIP BENEFITS

Day of Event

- “Presented by ...” naming rights on all signage
- Above-marquee placement on stage banner
- On-site company booth
- On-stage presentation by company representative
- Emcees acknowledge company by name

Marketing Collateral and Participant Incentives

- “Presented by ...” on all marketing collateral
- Premiere logo positioning on ALL marketing collateral, including posters, post cards, WFR incentive bowls, t-shirts and hoodies

Public Relations and Digital Media

- Company mentioned in media appearances
- Sponsor spotlight feature in ACRS Newsletter
- Company highlighted in ACRS Newsletter article on WFR with logo
- Company naming rights and logo included in pre-event publicity, press releases and advertisements
- 15 web/social mentions via ACRS Facebook and Twitter accounts in the form of (but not limited to) direct acknowledgements, brand/name placement on Facebook cover graphics, event photo captions and “tags” on event postings
- Permission to use ACRS and WFR logo
- Company link and logo on ACRS and *Walk for Rice* websites for one year
- Post-event acknowledgement in the press and social media with company logo

PRESENTING SPONSORSHIP

\$15,000



LEGACY SPONSORSHIP BENEFITS

Day of Event

- Large logo on custom stage-side banner
- On-site company booth
- Emcees acknowledge company by name

Marketing Collateral and Participant Incentives

- Company logo included on save-the-dates, posters, t-shirts and hoodies

Public Relations and Digital Media

- Company highlighted in ACRS Newsletter article on WFR
- Company logo in ACRS Newsletter
- Company logo included in pre-event publicity, press releases, and advertisements
- 10 web/social media mentions, such as direct acknowledgements on Twitter and Facebook, event photo captions or “tags” on event-related postings.
- Company link and logo on ACRS and Walk for Rice website for one year
- Post-event acknowledgement in the press and social media with company logo

LEGACY
SPONSORSHIP

\$10,000



VISIONARY SPONSORSHIP BENEFITS

Day of Event

- Logo on custom stage-side banner
- Emcees acknowledge company by name

Marketing Collateral and Participant Incentives

- Company logo included on save-the-dates, posters, t-shirts and hoodies

Public Relations and Digital Media

- Company logo in ACRS Newsletter
- Company name included in pre-event publicity, press releases, and advertisements
- 5 web/social media mentions, such as direct acknowledgements and logo/brand placement on Facebook, as well as “tags” on event postings
- Company link and name on ACRS and Walk for Rice website for one year
- Post-event acknowledgement in the press and social media with company name

VISIONARY
SPONSORSHIP

\$5,000

ADVOCATE SPONSORSHIP BENEFITS

Day of Event

- Logo on custom stage-side banner
- Emcees acknowledge company by name

Marketing Collateral and Participant Incentives

- Company name included on save-the-dates, posters, t-shirts and hoodies

Public Relations and Digital Media

- Company name in ACRS Newsletter
- Company name included in pre-event publicity, press releases, and advertisements
- 3 sponsorship acknowledgement on ACRS Facebook, Twitter or other social media sites
- Company name on Walk for Rice website
- Post-event acknowledgement in the press and social media with company name

ADVOCATE
SPONSORSHIP

\$3,000



A LA CARTE SPONSORSHIP

Though we try to make our sponsorship levels comprehensive, you may have marketing or outreach needs that can be better met through our á la carte menu as follows:

ENTERTAINMENT: \$1,000

Each year, *Walk for Rice* audiences enjoy lively performances from community treasures like Seattle Chinese Community Girls Drill Team, Seattle Kokon Taiko, Zumba trainers, lion dancers and martial arts masters. ACRS looks for unique culturally familiar entertainment to celebrate the spirit of our participants and their teams. *Walk for Rice's* entertainment sponsors will receive acknowledgement during the event and company name on the *Walk for Rice* Website, www.walkforrice.org.

REFRESHMENTS: \$1,000

Walk for Rice has come to be known in some runner circles for having the best refreshment tent around — no joke! Tired runners and warmed-up walkers look forward to delicious homemade goods made by our friends in the community. Your company's banner* will be prominently displayed in the refreshment area, and you have the exclusive right to distribute branded promotional items (e.g., water bottle) during the event.

**Banner and promotional items provided by sponsor.*

RACE CLOCK: \$500

Hundreds of serious walkers and runners will have their eyes on one thing when they cross the Walk for Rice finish line: the race clock. Display your company name and logo on our 46" flat screen TV race timer as participants check to see how fast they finished their 2.5 miles.

RICE FACTS: \$250

Committed volunteers cheer racers on with placards that share inspirational messages and important hunger facts. Your company benefits from exclusive logo rights to this unique marketing opportunity!



Thank you for considering sponsorship with ACRS. If you are interested in something you don't see here, please let us know. We look forward to working with you to meet your goals.

For questions or more details about these or any of our sponsorship packages, please contact Candace Inagi, ACRS Development Director at (206) 774-2404 or candacei@acrs.org.