

# Give60

## Sponsorship Request

Donate

Double the Impact. Enable Aging & Homebound Neighbors.

**What:** During our 60-hour Give60 online giving campaign (July 8–10, 2025), we are seeking three Spotlight Sponsors to each provide a \$6,000 matching gift. These sponsors will lead the way in helping us meet our \$30,000 goal to provide ramps, hygiene supplies, and safety improvements for aging and homebound neighbors across Madison County.

Not ready to be one of the three matching gift Spotlight Sponsors? We have additional sponsorship tiers that will make a powerful difference and include meaningful exposure throughout the campaign.

**When:** July 8 at 8AM through July 10 at 8PM

**Where:** Online at [EnableMadisonCounty.org/Give60](https://EnableMadisonCounty.org/Give60)

### Spotlight Sponsor – \$6,000 (3 available)

20-hour match sponsor, 60+ Club membership, listed in Annual Report, logo on campaign landing page and all pre-,during, post- campaign emails, full 20-hour social media spotlight with graphic branding, featured in press release, logo in June newsletter and all donor thank-you letters and postcards; dedicated newsletter highlight in September newsletter, pre-campaign sponsor post with optional quote or video.

### Momentum Sponsor – \$3,000

Match highlighted 3 times during campaign, logo on campaign landing page and all during campaign emails, daily social media highlight, grouped press release mention, logo in September newsletter, pre-campaign thank-you post with optional quote.

### Boost Sponsor – \$1,500

Special ask match highlight, logo on campaign landing page, promoted during special ask post, name in all during campaign emails, September newsletter recognition, grouped pre-campaign thank-you post.

### Digital Ally – \$500

Named campaign supporter, name on campaign landing page, name in launch and wrap-up emails, donor appreciation post on social media, September newsletter recognition.

# Give60 - July 8 - 10: Matching Sponsor Tiers

LEVEL	SPOTLIGHT SPONSOR \$6,000	MOMENTUM SPONSOR \$3,000	BOOST SPONSOR \$1,500	DIGITAL ALLY \$500
<b>Role</b>	20-hour featured match	Match highlighted 3 times	Special ask match highlight	Named supporter
<b>Social Media</b>	20-hour recognition in all campaign posts w/ branding on all graphics**	Highlighted each day of campaign**	Promoted during a special ask post**	Name/logo included in donor appreciation post across platforms**
<b>Email</b>	Highlighted in email(s) during campaign block, logo in pre-, during, & post-campaign emails***	Logo included in all during-campaign emails***	Name included in all during-campaign emails***	Name listed in launch and recap emails***
<b>Landing Page</b>	Logo featured on the campaign landing page with active link	Logo on campaign landing page with an active link	Logo on campaign landing page	Name on campaign landing page
<b>Media &amp; Press</b>	Featured sponsor mention	Grouped sponsor mention in press release	—	—
<b>Newsletter</b>	Logo & acknowledgement in June printed/digital newsletter*,*** Dedicated highlight in a future print/digital newsletter, and logo in the Sept newsletter ***	Logo and recognition in the Sept. printed and digital newsletter***	Recognition in the Sept. printed and digital newsletter***	Recognition in the Sept. printed and digital newsletter***
<b>Mailings</b>	Logo included on printed/digital donor thank-you letters and reminder postcard*, ***	—	—	—
<b>Pre-Campaign</b>	Sponsor spotlight post before campaign, optional quote or video	Thank-you post shared before campaign kickoff, optional quote	Pre-campaign thank-you post featuring all Boost Sponsors	—
<b>60+ Club</b>	Membership Included	—	—	—
<b>Annual Report</b>	Listed	—	—	—



\* Pledge by June 20th for inclusion in the reminder postcard, pre-campaign emails, and 4th Quarter newsletter  
 \*\* Our social media content reaches beyond our follower count, with engagement rates of 7.4% on Facebook and 6% on Instagram—well above nonprofit averages.  
 \*\*\*Our emails reach 2,900+ readers with above-average open rates, and print mailings reach 2,600+ engaged households.

✉ [Kiliaen@EnableMadisonCounty.Org](mailto:Kiliaen@EnableMadisonCounty.Org)

☎ 256-533-7775

🌐 [EnableMadisonCounty.Org/Give60](https://EnableMadisonCounty.Org/Give60)



# Give60 Matching Gift Commitment

**Yes, I will support the aging and homebound through a matching gift.**

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Authorizing Sponsor Signature: \_\_\_\_\_

**Please choose your Giving Level:**

**SPOTLIGHT (Maximum of 3 available).....\$6,000**

Please select your preferred match day (first-come, first-confirmed basis):

- First 20-Hours– Campaign Kickoff, 8AM - 4AM
- Second 20-Hours – Mid-campaign Momentum, 4AM-12AM
- Third 20-Hours – Final Push, 12AM - 8PM

**MOMENTUM.....\$3,000**

**BOOST.....\$1,500**

**DIGITAL ALLY ..... \$500**

**Optional: Why is supporting aging and homebound neighbors in Madison County important to you?**  
(We may feature your quote on social media or in the newsletter.)

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- Please make checks payable to Enable Madison County
- Mail to: Enable Madison County 701 Andrew Jackson Way NE Huntsville, AL 35801
- Make payments online at [www.enablemadisoncounty.org/Give60](http://www.enablemadisoncounty.org/Give60)
- For questions contact our office at 256-533-7775 or email [kiliaen@enablemadisoncounty.org](mailto:kiliaen@enablemadisoncounty.org)