



2024 OPPORTUNITIES

AN INVESTMENT IN A VITAL, FLOURISHING COMMUNITY

Since opening our doors in 1995, Mustard Seed Shelter has provided shelter and radical hospitality to more than 1,600 women and children experiencing homelessness. Our beginnings were incredibly humble – a few friends pooling their resources to make a difference in the lives of a few women at a time. Our family and organization grew over the next 20 years.

Today, a small staff and an impressive army of volunteers do the work of Mustard Seed, which now shelters up to 40 women and children at a time. Our home on Cherry Street is a place where our guests, staff and volunteers form a close-knit family. We rely entirely on private donations to provide those we serve with a safe and welcoming space where they are able heal, find their purpose and place in the community, and work toward reaching their full potential. We have no time limit for how long they can stay; the timeline is guided by their progress and readiness to reintegrate into the community.

Our Sowing Seeds of Hope events are a critical source of funding for the life-changing work we do at Mustard Seed. Each year, we have taken what we've learned and enhanced these events for attendees and opportunities for sponsors. In 2024, to aid businesses, organizations and others with planning their community outreach budgets, we are introducing a comprehensive menu of investment options that encompass both of our signature events, as well as other opportunities throughout the year. **By sowing seeds of hope, you are investing in a vital, flourishing community.**

I invite you to explore the options, consider what level of investment fits best with your outreach budget and goals, and select one or more opportunities to support. Please don't hesitate to contact me if you have questions or would like to further discuss ways to get involved.

Many thanks in advance for helping us sow seeds of hope in 2024 and beyond!

Amy Bartels Roe, Executive Director



OUR MISSION: *We water the seed of inner strength in women experiencing homelessness so they can make a better life for themselves and their children.*



1325 Cherry Street | Saginaw, MI | 48601
989-755-4741 | ssoh@themustardseedshelter.org
themustardseedshelter.org |

WHY SPONSORSHIP?

The **Mustard Seed** family of supporters has grown over the years to include more than **125** volunteers annually, **1,000+** Friends and a growing community of highly engaged **Facebook** followers (now numbering **3.2K**).



BENEFITS OF SPONSORSHIP

ALIGN YOUR COMMUNITY-MINDED BUSINESS WITH A SUCCESSFUL BRAND

NETWORK WITH FELLOW COMMUNITY LEADERS

MAKE OUR COMMUNITY A BETTER PLACE TO LIVE AND WORK

RAISE AWARENESS ABOUT HOUSING INSECURITY AND HELP US END HOMELESSNESS

PROVIDE EMPLOYEE ENGAGEMENT AND SERVICE OPPORTUNITIES



4TH ANNUAL | SOWING SEEDS OF HOPE GOLF OUTING



WHEN: Saturday, August 17, 2024

WHERE: Beech Hollow Golf Course, Freeland

COST: \$360/team

QUICK FACTS

- 2023 event raised over \$14,000
- Goal for 2024: \$25,000
- No. of golfers: 120
- Deadline to be included in printed materials: Tuesday, July 30

GOLF OUTING

Four-person scramble charity golf outing to benefit the women and children of Mustard Seed Shelter. Includes 18 holes of golf with cart, lunch at turn, contests, prizes and dinner.

Always held on the third Saturday in August.

SPONSORSHIP LEVELS

Title Sponsor \$10,000

- Two four-person golf teams
- Business name on all collateral and event promotions
- Title signage at course

Eagle \$5,000 Birdie \$2,500 Par \$1,000

- Featured prominently in all collateral and event promotions
- Premium signage at course
- Recognition in program



ADDITIONAL OPPORTUNITIES

Luncheon Sponsor \$5,000

- Featured prominently in all collateral and event promotions
- Premium signage at luncheon
- Recognition in program

Beverage Cart Sponsor \$3,000

- Featured prominently in all collateral and event promotions
- Signage on all beverage carts
- Recognition in program

Tee-Rific Award Sponsor \$1,500

- Presented to our 1st, 2nd and 3rd place teams (12 awards total)
- Business name added to the engraved acrylic seed-shaped keepsake awards
- Logo recognition in program



8TH ANNUAL | SOWING SEEDS OF hope FALL FUNDRAISER



WHEN: Thursday, Nov. 7, 2024 | 6-9 p.m.

WHERE: To be announced

TICKETS: \$60

QUICK FACTS

- 2023 event raised over \$16,500
- Goal for 2024: \$40,000
- Typical attendance: 175-250 people
- Deadline to be included in program: Friday, Oct. 25

FALL FUNDRAISER

Annual signature event that includes strolling meal provided by local businesses, silent auctions, raffles, entertainment and more!

Always held on the first Thursday of November.

SPONSORSHIP LEVELS

Title Sponsor \$10,000

- 2 reserved tables (20 tickets)
- Business name on all event promotions
- Premium ad in printed and digital programs

Harvesting New Life \$5,000

- 12 event tickets
- Full-screen ad in digital program
- Full-page ad in printed program

Growing Purpose \$1,500

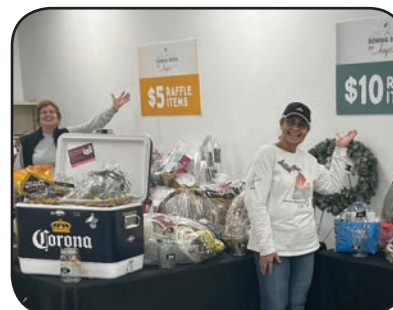
- 4 event tickets
- Half-screen ad in digital program
- Half-page ad in printed program

Nurturing Promise \$1,000

- 2 event tickets
- Quarter-screen ad in digital program
- Half-page ad in printed program

Planting Possibility \$500

- Logo in printed and digital programs



2024 BUSINESS BUNDLES

Looking to make a really big impact by sponsoring multiple Sowing Seeds of Hope events? We have bundled packages for you! You may also make your commitment for both 2024 events on a single sponsorship form.

Annual Title Sponsor \$20,000

- Top-level title recognition for both signature events
- Two golf teams at Sowing Seeds of Hope Golf Outing
- Two exclusive reserved tables (20 guests) at Sowing Seeds of Hope fall fundraiser
- Prominent recognition on website
- Logo/business name in all event promotions/collateral
- Special recognition in media and at events
- Full-screen/full-page ads in programs for fall event



Family Table \$10,000

- Food sponsor with premium recognition at both signature events
- One golf team at Sowing Seeds of Hope Golf Outing
- One reserved table (10 guests) at Sowing Seeds of Hope Fall Fundraiser
- Prominent recognition on website
- Logo/business name in all event promotions/collateral
- Special recognition in media and at events
- Full-screen/full-page ads in programs for fall event

Silver Watering Can \$7,500

- Bar and beverage cart sponsor with recognition at both signature events
- One reserved table (10 guests) at Sowing Seeds of Hope Fall Fundraiser
- Naming rights to signature mocktail/cocktail at fall event
- Prominent signage on bar carts at golf outing
- Prominent recognition on website
- Logo/business name in all event promotions/collateral
- Full-screen/full-page ads in programs for fall event



2023 IMPACT

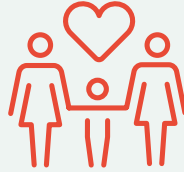


Welcomed **77** new guests,
including **39** women
and **30** children

3,250+
volunteer
service hours



40 guests
moved into **permanent**
supportive housing

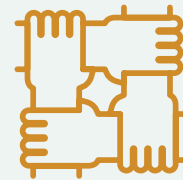


52,560
meals



36 guests found
employment
or enrolled in education/training

Hosted over
30 volunteer
groups



40+ guests
connected with
primary care and
mental health treatments



Provided over
13,500 nights
of shelter

BOARD OF DIRECTORS

Amy Bartels Roe, Executive Director
William Hartl, President
Kathy Bonn, Vice President
Sigrid Ewers, Secretary

Michael Haremski, Treasurer
Bobbi Allen
Yolanda Collier

Ayiteh Sowah
Leona Sullivan
Cheryl Taylor

IMAGINE WHAT WE
CAN DO
TOGETHER
IN 2024 **AND BEYOND!**

*Thank you again for taking the time to
review this information and considering
sowing seeds of hope with us!*



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SPONSORSHIP FORM

2024 OPPORTUNITIES



EVENT/SPONSOR LEVEL

2024 BUNDLES

INVESTMENT

TOTAL

Annual Title Sponsor	\$20,000	
Family Table (food sponsor for both events)	\$10,000	
Silver Watering Can (beverage sponsor for both events)	\$7,500	

2024 SOWING SEEDS OF HOPE GOLF OUTING

Golf Outing Title Sponsor	\$10,000	
Eagle	\$5,000	
Birdie	\$2,500	
Par	\$1,000	
Luncheon Sponsor	\$5,000	
Beverage Cart Sponsor	\$3,000	
Tee-Rific Award Sponsor	\$1,500	
Auction Item/Prize Details: Delivery/pickup instructions:		

2024 SOWING SEEDS OF HOPE FALL FUNDRAISER

Fall Fundraiser Title Sponsor	\$10,000	
Harvesting New Life	\$5,000	
Growing Purpose	\$1,500	
Nurturing Promise	\$1,000	
Planting Possibility	\$500	
Auction Item/Prize Details: Delivery/pickup instructions:		

AUCTION ITEMS/PRIZES

Both of our Sowing Seeds of Hope events also include silent auctions, raffles and prizes that make the event experience even more enjoyable for our guests and also provide another way to enhance visibility of your brand. Unique experiences and items that fit the event themes are especially popular. A member of our committee is happy to discuss ideas with you. Please indicate on the response form if you would like to donate a gift certificate, item or experience for one or both events. Please also indicate any delivery or pickup instructions.

SPONSORSHIP FORM



SPONSOR DETAILS

Contact Name _____

Business or Organization (as you would like it to be included in any publicity)

Address _____

City, State _____ ZIP _____

Phone _____ Email _____

Special Instructions _____

PAYMENT INSTRUCTIONS

Please make checks payable to **Mustard Seed Shelter**, with *Sowing Seeds of Hope* in the notes section. If you prefer to pay by credit card, you may do so on our website. Please be sure to add a note with sponsorship details in the space provided by PayPal.

Total Sponsorship _____ Today's Date _____

Payment in full enclosed _____

Payment submitted via PayPal on _____ (date) _____

Please send invoice to: _____

Please complete the sponsorship form and return with payment or invoice instructions.

Mail to:

Mustard Seed Shelter - SSOH Sponsorship

1325 Cherry Street

Saginaw, MI 48602

Email to:

ssoh@themustardseedshelter.org

LOGO/AD SUBMISSION

When you submit your form, please also send a high-resolution jpg or png (300 dpi minimum) of your logo for inclusion in our marketing to ssoh@themustardseedshelter.org

For sponsorship levels that include a digital or printed ad, specs are as follows:

DIGITAL (16:9 aspect ratio)

Full screen: 1920 pixels (w) x 1080 pixels (h)

Half screen: 1080 pixels (w) x 960 pixels (h)

Quarter screen: 540 pixels (w) x 960 pixels (h)

File formats: jpg or png at 300 dpi minimum

PRINT

Full page: 5.5" (w) x 8.5" (h)

Half page: 5.5" (w) x 4.25" (h)

If you have questions, please contact Amy Bartels Roe at amyroe@themustardseedshelter.org