



SAN DIEGO GIVES™

A Special Day of Giving

Become a Sponsor: San Diego Gives 2023

One sponsorship. Hundreds of nonprofits supported!

You are at the heart of where San Diegans work, play, shop, dine and gather. That's why we need you!

San Diego Gives 2023 is a year-round nonprofit capacity building project that culminates in a day of giving on Thursday, September 7.

- Highlights pressing community needs and impactful nonprofit responses via an interactive website and an online crowdfunding campaign.
- Offers access to vetted nonprofits with strong leadership, programming, fiscal oversight, and impact. Organizations serve diverse populations and foster equitable, inclusive environments.
- All funds raised remain in San Diego County, helping to bolster the community we know and love.
- Makes learning and giving simple, rewarding, and fun.

Outcomes

- Piloted in 2021 by a group of nonprofits and raised \$472,724 for 107 organizations from 2,385 donors.
- **Outcomes more than doubled** in 2022. Raised \$1,088,647 for 327 organizations from 3,743 donors and 33% were new donors.
- In 2023, we aim to raise at least \$1.5 million for 350 nonprofits from 4,000 donors, 40% of which will be new donors.

San Diego Gives University

- New in 2022 and served 553 nonprofit professionals through 28 workshops. Mentoring provided to 62 groups.

Join Us!

Showing your commitment to our local community is good for business, and good for San Diego. Doing good matters!

- **85% of customers** respond more favorably to businesses that support societal causes.
- **90% of consumers** are more likely to try a product from companies that take a stand on common issues.
- **71% of employees** expect their employer to have a positive impact in their community.

Sponsorship Levels

Benefits	Innovator \$35,000+	Champion \$25,000	Connector \$15,000	Enthusiast \$10,000	Friend \$5,000	Fan \$2,500
Name/logo on website (minimum 7K views)	✓	✓	✓	✓	✓	✓
Name/logo on campaign flyer and event posters (minimum 30K views)	✓	✓	✓	✓	✓	✓
Recognition at campaign kickoff and closing celebration (minimum 600 views)	✓	✓	✓	✓	✓	✓
Name/logo and website in newsletter (minimum 30,000 views)	✓	✓	✓	✓	✓	✓
Individual social media post- name/logo (minimum 20K views)	3	2	1	1		
Group social media post- name (minimum 20K views)	3	2	2	1	1	
Host San Diego Gives University session* (minimum 1K views)	✓	✓	✓	✓	✓	
Number of times mentioned on <i>Live Local, Give Local</i> podcast (minimum 20K views)	5	4	3	2	1	
Guest - <i>Live Local, Give Local</i> podcast (minimum 20K views)	4	3	2	1		
Guest host - <i>Live Local, Give Local</i> podcast (minimum 20K views)	3	2	1			
Matched giving opportunity for heavy Day of Giving donation hours (minimum 20K views)	Afternoon	Evening	Morning	Noon		
Recognized as closing celebration host (minimum 20K views)	✓	✓				

Sponsorships for matching funds may designate specific geographic regions and/or giving areas.

Have additional benefit ideas? Let us tailor a sponsorship to best meet the needs of your company! We can also work with you to establish an Employee Giving program.

*Must fit San Diego Gives training parameters.



learn more at sandiegogives.org