

All donations up to \$5,000 will be matched by the Maybelle Clark Macdonald Fund — up to \$75,000!



It's the 11th annual



ROSE HAVEN

Reigning Roses Walk

Mother's Day
Sunday, May 12, 2024

Sponsorship Opportunities

makeitreign.org

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Photo courtesy of Kelli Pennington

While we host a lot of community events each year, none are as grand, popular or beloved as the Reigning Roses Walk – it's the biggest party in Northwest Portland!

About us

Rose Haven is the only day shelter and community center specifically serving women, children and marginalized genders in the city.

For many, we are the first step in asking for help and starting to heal.

Help us raise \$250k by Mother's Day!



Photos courtesy of Kelli Pennington

Sponsorship

While there is no fee to participate — in line with our values, and creating the most welcoming atmosphere possible — the Reigning Roses Walk is our biggest annual fundraiser. It wouldn't be a success each year without generous sponsorship from individuals, foundations, organizations and corporations.

We're excited to extend our gratitude by promoting Reigning Roses sponsors throughout the campaign, and on event day! Your presence and credibility motivate crowdfunding efforts and inspire individual giving. Here are some additional details to help you decide if it's a good fit:

Dates

**International Women's Day, March 8,
through Mother's Day, May 12**

Reach

Email 25,000

Direct Mail 10,000

Instagram 10,800

Facebook 3,900

Twitter X 2,000

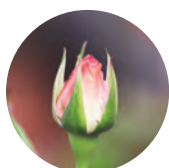
Walk Attendees 800+





Photo courtesy of Jessy King

Sponsor Packages



Bud — \$500

- Website acknowledgment by name (no logo)
- Option to include promotional materials in Event Giveaway Bags
- Recognition and location identifier on Walk Map distributed to all participants, if located on route



Bloom — \$1,000

- All of the above, plus...
- Company name on event signage
- Social media acknowledgment
- Company name and link on event website
- Verbal acknowledgement at the event



Flower — \$2,500

- All of the above, plus...
- Company logo on event signage
- Company name on event print materials
- Company name and link on event and Rose Haven websites
- Company name included in event press and social media



Bouquet — \$5,000

- All of the above, plus...
- Logo on walk directional signage
- Company logo included on event banners and printed materials at event
- Company logo on printed promotional materials including direct mail, flyers and posters (if committed by April 8)



Premiere — \$10,000+

Premiere sponsors will be given leading recognition and the opportunity to work with Rose Haven to customize an acknowledgment package based on their interests, such as opportunities for features in press, interviews and more!



Photos courtesy of Tony Docekal

Sponsor Information

You can sponsor the Reigning Roses Walk by making a donation on our campaign website, Rose Haven’s website — please note Reigning Roses Walk 2024 — payment apps Venmo or PayPal, or by filling out and returning the form below. Thank you! We look forward to working with you.

Rose Haven is a 501(c)(3) non-profit. Donations are 100% tax deductible. Tax ID 20-5922682

Name (exactly as you’d like to see it in print)		
Contact Name (if different)		
Address		Apt/Suite
State	Zip Code	City

Sponsor Package	Bud \$500	Bloom \$1,000	Flower \$2,500	Bouquet \$5,000	Premiere \$10,000+
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I would like to make a cash donation of a different amount

Enclosed is my check payable to Rose Haven

Credit Card Circle one: Visa Mastercard AMEX Discover Other:

Credit Card Number		Expiration Date (Month/Year)
Security Code (CVV)	Zip Code	

I’d like to sponsor the Reigning Roses Walk in a different way (marketing, food & drink, prizes, apparel, etc)

Item(s)	Fair Market Value
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Sponsor Signature _____ Today’s Date _____