



## Tackle Blood Shortages Sponsorship Opportunities November 2022

*Help support our mission and encourage blood donations in the month of November by sponsoring the Tackle Blood Shortages program.*

### Featured Sponsorship – Tackle Blood Shortages Program Premier Sponsor

**Offer: As part of your sponsorship, a co-branded football-themed promotional item will be given to the first 40,000 donors in the month of October.**

#### *What's in it for you:*

- **Strengthen your brand** image by aligning with a reputable and respected nonprofit
- Align with our cause and **increase employee engagement** by encouraging involvement
- Previous sponsors have indicated an **increase in sales and interest in their services** when partnering with Versiti
- **Co-marketing** throughout the month, including but not limited to:

Sponsorship Levels	CHAMPION	ADVOCATE	SUPPORTER
Investment	\$200,000	\$100,000	\$50,000
Program summary and linked company logo on Versiti's <a href="#">partnership website</a>	Yes	Yes	Yes
Social Media posts	(12) Organic + Paid	(6) Organic + Paid	(4) Organic + Paid
Email banner in ~500K donor emails	Yes	Yes	Yes
Press release announcing company sponsorship	Yes	Yes	-
Mention in over 10,000 live calls to donors	Yes	-	-
Opportunity for dedicated space at select blood drive(s) and/or donor centers for onsite activation	Yes	-	-



OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE AT THE STATE-WIDE OR LOCAL LEVEL.  
PLEASE INQUIRE FOR MORE INFORMATION.

### Versiti Blood Centers by the Numbers

- Founded in 1947, Versiti is a not-for-profit organization and the primary provider of blood products and services for more than 250 hospitals in 5 midwestern states: Illinois, Indiana, Michigan, Ohio and Wisconsin.
- We see over 2000 volunteer blood donors each day and more than 300,000 blood donors every year support patients in our community by donating blood
- 35 donor centers and thousands of community blood drives are open to accept donations 7 days a week, most days of the year

### Ready to Join the Mission?

Sponsorship commitments needed by **July 15, 2022** and can be customized to meet your needs. To join our cause, please contact **Tara Lagerman, Partnerships Manager**, at [tlagerman@versiti.org](mailto:tlagerman@versiti.org).