



# GLENELLYN

—INFANT WELFARE SOCIETY—

## 2024 HOUSEWALK SPONSORSHIP OPPORTUNITIES





# ABOUT GEIW

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Founded in 1926, the Glen Ellyn Infant Welfare Society is a non-profit, philanthropic organization with a focus on **community service** and **fundraising efforts** to help **improve the lives of those in need** in Glen Ellyn and the surrounding communities. With over 60 active members, and a strong connection and support from hundreds of legacy members throughout the country, GEIW is able to provide resources and funding for over **19 established organizations** throughout the Western Suburbs, as well as annually providing full scholarships to the College of DuPage for 3 students.

# SPONSORSHIP

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GEIW has **two flagship sponsorship events** that occur in the Spring and Fall timeframe. Every Spring, GEIW organizes **Glen Ellyn Housewalk**, an event that gives over **750 residents** the opportunity to tour four Glen Ellyn homes with unique design and history. This is GEIW's largest fundraiser of the year, drawing men and women from all over the area. The 39th Housewalk will take place **Friday, May 17th, 2024**. Each Fall, GEIW also organizes a fundraising event with themes such as Barn Dance, Dancing with the Stars of GE, and Monte Carlo.



19

## PARTNERING AGENCIES

GEIW partners with 17 agencies throughout Glen Ellyn and DuPage county to benefit those in need.

3

## SCHOLARSHIPS

GEIW provides three full scholarships to students in need to College of DuPage.

97

## YEARS OF GROWTH

Founded in 1926, GEIW has 97 years of impacting the Glen Ellyn community. Events attract men and women aged 30-55 with a median household income of \$180.



# WHERE YOUR DONATIONS GO

All donations will benefit children and families in need!  
GEIW supports 19 local agencies with the money we raise from these events. We could not do it all without your support.



- **EVERY \$1** DONATED TO THE PEOPLE'S RESOURCE CENTER'S FOOD PANTRY ALLOWS THE PRC TO PURCHASE \$4 WORTH OF FOOD
- **\$15 DONATION** - PROVIDES ONE CHILD IN BUS TO BOOKS WITH 3 FREE BOOKS FOR THEIR HOME LIBRARY
- **\$25 DONATION** - PROVIDES A SCHOOL SUPPLY KIT AND BACKPACK FOR 1 STUDENT (SUPPLIES 4 SUCCESS)
- **\$35 DONATION** - PROVIDES 100 SNACKPACKS OF NUTRITIOUS FOOD FOR KIDS BY THE GLEN ELLYN FOOD PANTRY
- **\$35 DONATION** - PROVIDES ONE NIGHT OF HOUSING FOR A FAMILY FACING HOMELESSNESS (BRIDGE COMMUNITIES)
- **\$50 DONATION** - PROVIDES A THANKSGIVING MEAL FOR A FAMILY (GE FOOD PANTRY)
- **\$75 DONATION** - PROVIDES A BACKPACK AND OUTERWEAR FOR 1 STUDENT
- **\$100 DONATION** - ENSURES A BABY HAS CLEAN DIAPERS FOR ONE MONTH.
- **\$100 DONATION** - HELPS COVER THE COST OF COUNSELING SESSIONS FOR 2 YOUTH FOR 10 SESSIONS EACH (GE YOUTH AND FAMILY COUNSELING SERVICES)
- **\$100 DONATION** - PURCHASE GIFT CARDS FOR EMERGENCY ITEMS WHEN A CHILD IS REMOVED FROM THEIR HOME (CASA)
- **\$125 DONATION** - PROVIDE AN HOUR OF THERAPY FOR A CHILD AT EASTERSEALS DUPAGE & FOX VALLEY
- **\$125 DONATION** - SPONSORS A CHILD IN THE GLEN ELLYN CHILDREN'S RESOURCE CENTER FOR ONE MONTH (GECRC)
- **\$180 DONATION** - PROVIDES TRANSPORTATION FOR ONE GROUP OF 20-40 STUDENTS SO THEY CAN ACCESS THE LIBRARY FOR LUNCH AND SUMMER PROGRAMMING
- **\$250 DONATION** - AWARDS A SCHOLARSHIP TO A TEENAGE PARENT TO HELP COMPLETE THEIR GED COMPLETION OR PROVIDE COLLEGE FINANCIAL AID.
- **\$500 DONATION** - SPONSORS A CHILD WITH SPECIAL NEEDS TO ATTEND SUMMER DAY CAMP. (WDSRA OR WESTERN DUPAGE SPECIAL RECREATION ASSOCIATION)
- **\$500 DONATION** - PROVIDES SMALL GRANTS TO OLDER YOUTH TO ASSIST WITH EDUCATIONAL AND EMPLOYMENT COSTS. (CASA)
- **\$2000 DONATION** - COVERS THE COSTS OF COUNSELING SERVICES FOR 10 YOUTH FOR A WHOLE CALENDAR SCHOOL YEAR. (GE YOUTH AND FAMILY COUNSELING SERVICES)
- **\$5000 DONATION** - SPONSORS 1 STUDENT FOR 1 YEAR AT COLLEGE OF DUPAGE



# SPONSORSHIP LEVELS

COMMITMENT DEADLINE: MARCH 15TH MATERIAL DEADLINE: APRIL 1ST

## VIP PLATINUM

- Marquis Sponsor for Housewalk & After Event
- Premier Placement on Communication and Marketing Materials
- Full Page Colored Ad Back Cover of Tour Guide Book
- Logo on Step and Repeat Banner
- Dedicated House Tour Mention
- Branded Item in Gift Bag
- 8 General Admission Tickets
- Recognition at Post-Event Brunch
- Invitation to attend GEIW Annual Spring Bruncheon, Recognizing the Donations Raised and Awarding Scholarships to Seniors to Attend College of DuPage

**\$5,000**  
LIMIT 1

## DIAMOND TROLLEY

**TROLLEYS WILL BE AVAILABLE TO TRANSPORT ATTENDEES FROM THE HOMES AND TO DOWNTOWN GLEN ELLYN. SPONSORSHIP IS AVAILABLE FOR THE MORNING OR EVENING TROLLEY**

**SPONSOR MAY RIDE WITH PATRONS, USE PROMOTIONAL ITEMS INCLUDING, BUT NOT LIMITED TO, SIGNAGE ON THE SIDE OF THE TROLLEY AND BEVERAGES.**

- Prominent Placement on Communication and Marketing Materials
- One social media post with logo and photo
- Full Page Colored Ad Placement Inside the Tour Guide Book
- Logo on Step and Repeat Banner
- Logo + Link on the Sponsors page on GEIW website
- Six General Admission Tickets
- Recognition at Post-Event Brunch

**\$2,500**  
LIMIT 6

## DIAMOND HOSPITALITY

**HOST THE EXCLUSIVE HOSPITALITY TABLE SET UP AT ONE FEATURED HOME, EITHER FOR THE MORNING OR EVENING SESSION. TABLE SPONSORS ARE FREE TO BRING SIGNAGE, MEET AND MINGLE WITH ATTENDEES, AND DISTRIBUTE PROMOTIONAL ITEMS.**

- Prominent Placement on Communication and Marketing Materials
- One social media post with logo and photo
- Full Page Colored Ad Placement Inside the Tour Guide Book
- Logo on Step and Repeat Banner
- Logo + Link on the Sponsors page on GEIW website
- Six General Admission Tickets
- Recognition at Post-Event Brunch

**\$2,000**  
LIMIT 8



# SPONSORSHIP LEVELS

COMMITMENT DEADLINE: MARCH 15TH MATERIAL DEADLINE: APRIL 1ST

## GOLD SPONSOR

- Placement on Communication and Marketing Materials
- One social media post with logo and photo
- Full Page Ad Placement Inside the Tour Guide Book
- Logo on Step and Repeat Banner
- Logo + Link on the Sponsors page on GEIW website
- Four General Admission Tickets
- Recognition at Post-Event Brunch

**\$1,000**

## SILVER SPONSOR

- Half Page Ad Placement Inside the Tour Guide Book
- Three General Admission Tickets

**\$500**

## BRONZE LEVEL

- Quarter Page Ad Placement Inside the Tour Guide Book
- Two General Admission Tickets

**\$300**

# HIGHLIGHTS



## **Event Attendees:**

- Primarily residents of Glen Ellyn, Wheaton and surrounding affluent suburbs
- Average Age: 30-55
- Median Household Income: \$180K

## **Housewalk:**

- Glen Ellyn Infant Welfare will be hosting their 39th Glen Ellyn Housewalk in May 2024
- 750+ tickets were sold to tour 4 homes in the Glen Ellyn community
- 60+ local business sponsorships as well as community member donations contributed to supporting this event
- Housewalk is GEIW's largest fundraising event of the year

## **Glen Ellyn Infant Welfare Social Channels:**

- Website - Unique Impressions: 589 per month
- Instagram Followers: 964
- Facebook Followers: 974
- E-Newsletter Subscribers: 2,066

## **About Our Media Partner, Stroll Magazine:**

- Monthly issues focused on stories from and about different residents within our community
- Delivered to 950 homes north of Roosevelt Road
- Distributed to local businesses around Glen Ellyn including salons, boutiques, medical offices, restaurants, the library, etc.
- Digital Display Ads receive 40-50k impressions per month

# ADVERTISING SPECIFICATIONS



## **BUSINESS NAME**

(to appear in all forms of print)

## **LOGO**

ESPS format and High Resolution JPG (300dpi)

## **TOUR GUIDE BOOKLET ADVERTISEMENT:**

- Full Page: 4.5" x 7.5"
- Half Page: 4.5" x 3.5"
- Horizontal Quarter Page: 4.5" x 1.75"
- Vertical Quarter Page: 2" x 3.5"

Files can be submitted in the following formats:  
PDF, JPG (300dpi), ESP or AI, PACKAGED INDD

Logos for Platinum, Diamond and Gold

Full Color Ads: Platinum, Diamond

Black and White Ads: Gold, Silver, Bronze