

DOWNTOWN CARES

SPONSORSHIP PROPOSAL



CONTACT US:



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www.downtown-cares.com

ABOUT US



DOWNTOWN CARES

Downtown Cares is a local non-profit initiative that was developed to meet the needs of the most vulnerable in our community during this COVID-19 pandemic. Our program provides support to our seniors, frontline essential workers, and local small businesses.

At Downtown Cares, we assemble care package which includes food, hand sanitizer, and a face mask for essential workers and seniors who are affected by COVID-19. We purchase these items from our local small downtown businesses. We are extending an invitation to the public and corporate America to purchase our Downtown Cares Packages for distribution to our seniors and essential workers.

Our care packages includes:

- A meal from a participating restaurant
- Hand sanitizer, and a mask

The objective of this initiative is to provide support to our seniors, frontline essential workers, and local small businesses. The mission is to produce a win-win situation for all.

OUR OBJECTIVE



***Spread love and support
to our seniors and frontline
essential workers***



***Support local small
businesses that have been
affected by COVID-19***



***Engage members of the
community to give back to
society***



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DETAILS

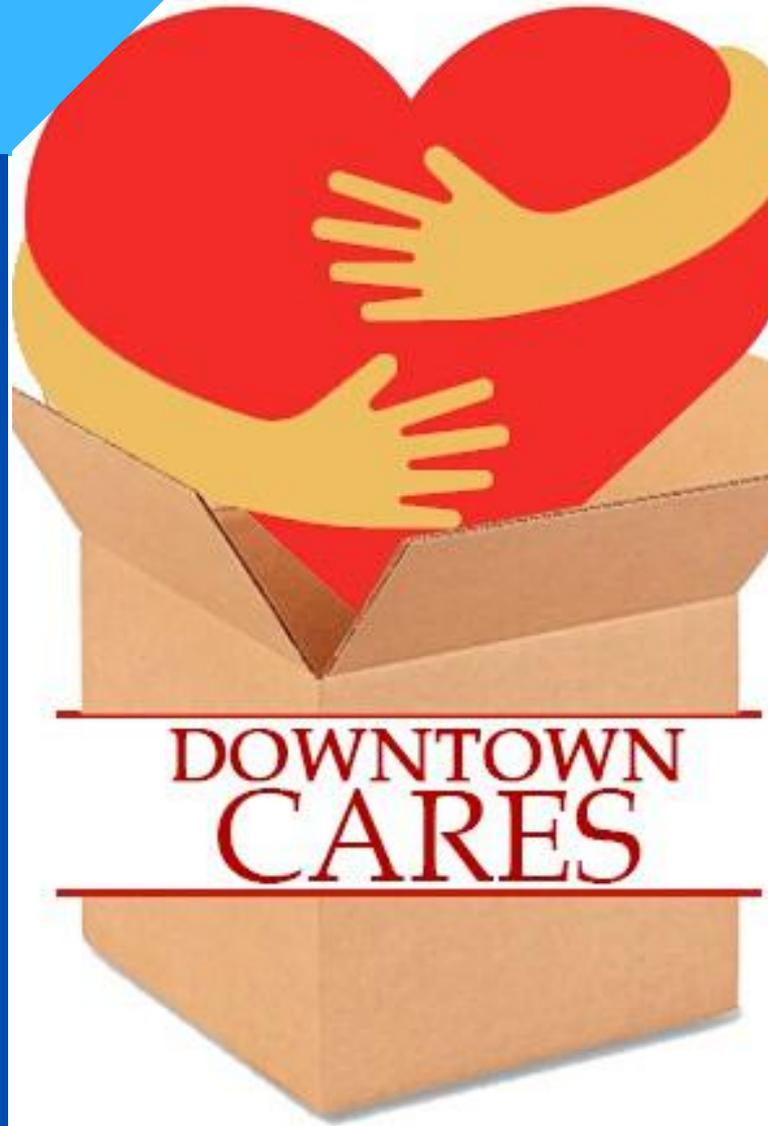
WHO DOES IT BENEFIT?

The Downtown Cares Initiative benefits our seniors, front line essential workers, local small businesses and the community at large.

Before COVID-19, the city of Rocky Mount's downtown was on the verge of a resurgence. Local businesses and entrepreneurs were unleashing their talent to help revitalize our wounded downtown. The stay at home orders that were implemented due to COVID-19 including quarantine and social distancing halted commercial activity thus reducing foot traffic to local downtown businesses.

We want to help our community businesses mitigate their losses during this pandemic while also showing low-income seniors and essential workers our love. Downtown Cares gives the public the opportunity to purchase a Downtown Cares package stocked with items from our local businesses

Downtown Cares is a win-win for the community, our downtown merchants and all sponsors that associate themselves with this worthy cause.



HOW WILL IT WORK?

Go to Downtown-Cares.com select the meal you want order or make a donation. You can specify if you are ordering for a senior or essential worker.

Process your order or donation.

Orders for care package registers every Tuesday at 5pm. These orders are then sent to our participating local small businesses. On Wednesday all those orders will be delivered to our seniors and frontline workers.

WHY SHOULD YOU CARE?

This initiative will serve some of our most vulnerable citizens, that is, low-income seniors and essential frontline workers. Your kindness will not go unnoticed and these groups will remember your support long after this pandemic is over. Your loving present will be felt in each delivered Downtown Cares Package. It will help support our local businesses, seniors, and essential workers.

Other benefits include:

- Goodwill for the city;
- Brand awareness and publicity;
- Community engagement.



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SPONSORSHIP

500 CLUB \$25K

- Provide 500 plates from local downtown restaurants
- Provide 500 Downtown Cares Packages with locally made hand sanitizer and a face mask
- Your Company Name and logo will be on the Downtown Cares Box
- Your company will be recognized as the Title Sponsor of this initiative in the professionally produced recap video
- Your company will be mentioned in all press interviews as the Title Sponsor (TV, radio, newspaper, social media)

300 CLUB \$15K

- Provide 300 plates from local downtown restaurants
- Provide 300 Downtown Cares Packages with locally made hand sanitizer and a face mask
- Your Company Name and logo will be on the Downtown Cares Box
- Your company will be recognized as a Sponsor of this initiative in the professionally produced recap video
- Company Logo featured in recap video Thank You credits

200 CLUB \$10K

- Provide 200 plates from local downtown restaurants-
- Provide 200 Downtown Cares Packages with locally made hand sanitizer and a face mask
- Your Company Name and logo will be on the Downtown Cares Box
- Your company will be recognized as a Sponsor of this initiative in the professionally produced recap video
- Company Logo featured in recap video Thank You credits

100 CLUB \$5K

- Provide 100 plates from local downtown restaurants
- Provide 100 Downtown Cares Packages with locally made hand sanitizer and a face mask
- Your Company Name and logo will be on the Downtown Cares Box
- Your company will be recognized as a Sponsor of this initiative in the professionally produced recap video
- Company Logo featured in recap video Thank You credits

SUPPORTER \$40/EACH (MIN. 10)

- Provide a plate from a local downtown restaurant and a Downtown Cares Package with a hand sanitizer, a face mask and your company promotional materials featured.