



WELCOMING WEEK

September 8-17, 2023

SPONSORSHIP OPPORTUNITIES

welcomingweek.org



WELCOMING
AMERICA



About Welcoming Week

Welcoming Week is an annual campaign and celebration to showcase the movement of communities striving to be more welcoming places for all, including immigrants and refugees. Launched in 2012 by Welcoming America and its members, Welcoming Week provides individuals and communities the opportunity to proclaim welcoming values through events and local initiatives that foster mutual understanding between immigrants and non-immigrants and deeper belonging for all. Welcoming Week is a powerful moment of affirmation that strengthens the narrative that welcoming is a broadly embraced ideal and practice, growing each day in the breadth of people and places that endorse it.

This year, we are expanding the impact of Welcoming Week internationally, with events being held in Mexico. Welcoming America provides local communities across the world with resources and tools in multiple languages to engage in a welcoming narrative and implement welcoming events. By spreading welcoming messages through social media channels and welcoming events, partners can take the next step as event hosts, speakers, and participants to further a pro-immigrant, welcoming narrative and further mutual understanding across lines of difference— sponsorship of Welcoming Week is what makes this important exchange of ideas and practices possible.

Reach

Led by Welcoming America, Welcoming Week is an annual campaign and celebration that showcases communities striving to be more welcoming places for all, including immigrants and refugees.

25 million

Impressions

2,700

Mentions

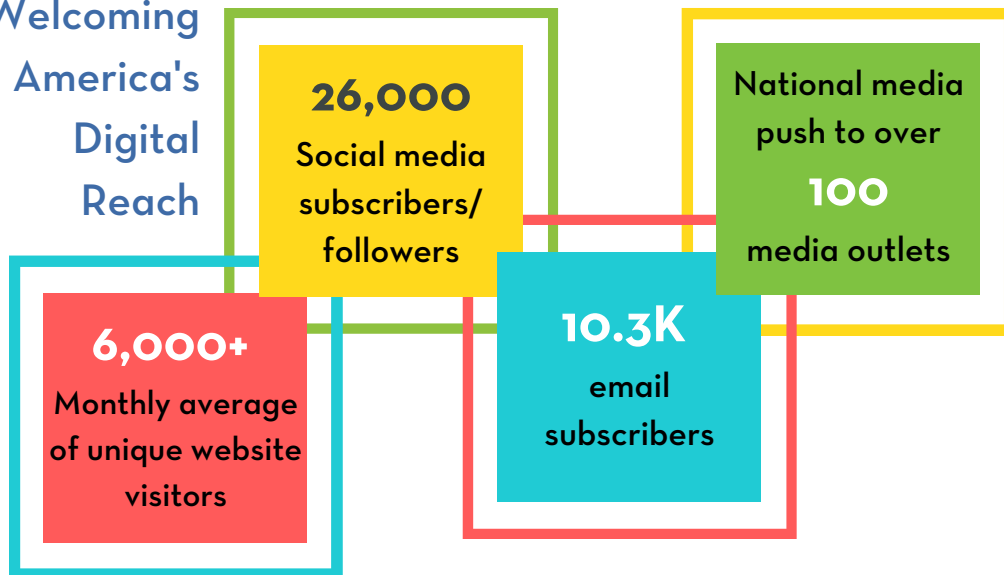
6.3 million

Total reach

Why Sponsor Welcoming Week

The annual event offers an opportunity for businesses and organizations to develop relationships, support diversity and inclusion, and gain exposure:

Welcoming America's Digital Reach



Beyond our media reach, your support for welcoming and inclusion efforts will be showcased to a broad range of public and private sector leaders representing over 300+ network members across 44 states and four continents. More than 38 million people live in communities that are a part of our network. Participants of Welcoming Week from local governments, businesses, and NGOs around the world reflect a diversity of identities, cultures, and backgrounds.

Sponsorship Levels

PRESENTING - \$40,000

- Branding at official kickoff event
- Custom recognition opportunity
- Opportunity to be highlighted in Welcoming America email communication
- Opportunity to write a published blog post
- Premium click-through logo placement on website
- Recognition in digital newsletter
- Recognition in national press release
- Recognition in two social media posts
- Sharing of sponsor's Welcoming Week social media posts

BELONGING - \$20,000

- Branding at kickoff event
- Opportunity to be highlighted in Welcoming America email communication
- Premium click-through logo placement on website
- Recognition in digital newsletter
- Recognition in press release
- Recognition in two social media posts
- Sharing of sponsor's Welcoming Week social media posts



Sponsorship Levels

EQUITY - \$15,000

- Click-through logo placement on website
- Opportunity to be highlighted in Welcoming America email communication
- Recognition in digital newsletter
- Recognition in two social media posts
- Sharing of sponsor's Welcoming Week social media posts

INCLUSION - \$10,000

- Click-through logo placement on website
- Opportunity to be highlighted in Welcoming America email communication
- Recognition in digital newsletter
- Recognition in one social media post
- Sharing of sponsor's Welcoming Week social media posts

DIVERSITY - \$5,000

- Click-through logo placement on website
- Recognition in digital newsletter



Sponsorships At-A-Glance

SPONSORSHIP LEVEL	Presenting	Belonging	Equity	Inclusion	Diversity
BENEFITS					
Custom recognition opportunity	✓				
Opportunity to write a published blog post	✓				
Branding at kickoff event	✓	✓			
Recognition in press release	✓	✓			
Opportunity to be highlighted in Welcoming America email communication	✓	✓	✓	✓	
Recognition in social media post(s)	Two ✓	Two ✓	Two ✓	One ✓	
Sharing of sponsor's Welcoming Week social media posts	✓	✓	✓	✓	
Click-through logo placement on website	Premium ✓	Premium ✓	✓	✓	✓
Recognition in digital newsletter	✓	✓	✓	✓	✓

About Welcoming America

Welcoming America is a nonprofit, nonpartisan organization that supports communities building a welcoming society where every person, including immigrants, can fully contribute and shape our shared prosperity.

Through the Welcoming Network of 300+ local governments and nonprofits, we work to help communities develop the roadmap they need to create welcoming policies and share new approaches to inclusion that create an environment where everyone can truly thrive. Learn more at WelcomingAmerica.org.



CONTACT
US

If you're interested in sponsoring Welcoming Week 2023, contact Allie Norman at allie@welcomingamerica.org to start the process. Nonprofit sponsorship and custom sponsorship opportunities are also available.