



WELCOMING
WEEK

2024

SPONSORSHIP GUIDE



SEPTEMBER 13-22, 2024

welcomingweek.org | #WelcomingWeek2024

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.

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 U.S.-born residents, as well as deeper belonging for all.

DID YOU KNOW?

- In 2023, over 600 events were held, engaging diverse stakeholders and fostering meaningful connections in 44 states and four continents.
- Welcoming Week provides groups and individuals with resources and tools to organize events, reaching more than 38 million people.
- You can visit our online map of events to join in on a celebration in or near your community.



WHY SPONSOR WELCOMING WEEK?

By aligning with Welcoming Week, you're not just supporting an event; you're investing in the very fabric of what makes communities vibrant, resilient, and inclusive.

Your sponsorship is a testament to your organization's dedication to social responsibility, diversity, and the belief that every person deserves a place to call home. In return, Welcoming Week offers your brand unparalleled access to a diverse audience, deepening your community engagement, and elevating your company's profile as a leader in championing inclusivity and unity.

Together, we have the power to transform narratives, turn spaces into sanctuaries, and ensure that everyone, no matter where they come from, is valued and welcomed.

Join us in going "all in" this year for Welcoming Week. Your support is not just a sponsorship — it's a statement and a pledge to unity, acceptance, and community strength.

We're all in! Will you join us?



BRAND REACH

Welcoming Week offers an opportunity for businesses and organizations to develop relationships, support diversity and inclusion, and gain exposure:

2,700

MENTIONS ON
SOCIAL MEDIA

**546
MILLION**
TOTAL REACH

6,000+
MONTHLY AVERAGE
OF UNIQUE
WEBSITE VISITORS

10,300
EMAIL
SUBSCRIBERS

26,000
SOCIAL MEDIA
FOLLOWERS

NATIONAL
MEDIA PUSH
TO OVER
100
OUTLETS

SPONSORSHIP AT-A-GLANCE

SPONSORSHIP LEVEL ▶	PRESENTING	BELONGING	EQUITY	INCLUSION	DIVERSITY
	\$40,000	\$25,000	\$15,000	\$10,000	\$5,000
Speaking opportunity at the kickoff event	✓				
Co-created custom recognition opportunity	✓				
Opportunity to write a published blog post	✓				
Custom branding opportunity at the kickoff event	✓	✓			
Recognition in press release	✓	✓			
Highlight in Welcoming America email communication	✓	✓	✓	✓	
Recognition in Welcoming America social media post(s)	2	2	2	1	
Sharing of sponsor's Welcoming Week social media post(s)	2	2	2	1	
Logo on printed materials at the kickoff event	✓	✓	✓	✓	✓
Click-through logo placement on website	✓	✓	✓	✓	✓
Invitations to the kickoff event	10	8	6	4	2

SPONSORSHIP LEVELS

PRESENTING - \$40,000

- Speaking opportunity at the kickoff event
- Co-created, custom recognition opportunity*
- Opportunity to write a blog post
- Custom branding opportunity at the kickoff event
- Recognition in press release
- Highlight in Welcoming America email communication
- Recognition in Welcoming America social media posts (2)
- Sharing of sponsor's Welcoming Week social media posts (2)
- Logo on printed materials at the kickoff event
- Premium click-through logo placement on website
- 10 invitations to the kickoff event

* Options include a Welcoming 101 webinar for your staff, an in-person visit from a Welcoming America staff member, a recorded conversation with our Executive Director and a member of your staff, etc.

BELONGING - \$25,000

- Custom branding opportunity at the kickoff event
- Recognition in press release
- Highlight in Welcoming America email communication
- Recognition in Welcoming America social media posts (2)
- Sharing of sponsor's Welcoming Week social media posts (2)
- Logo on printed materials at the kickoff event
- Premium click-through logo placement on website
- 8 invitations to the kickoff event



SPONSORSHIP LEVELS

EQUITY - \$15,000

- Highlight in Welcoming America email communication
- Recognition in Welcoming America social media posts (2)
- Sharing of sponsor's Welcoming Week social media posts (2)
- Logo on printed materials at the kickoff event
- Click-through logo placement on website
- 6 invitations to the kickoff event

INCLUSION - \$10,000

- Mini highlight in Welcoming America email communication
- Recognition in Welcoming America social media posts (1)
- Sharing of sponsor's Welcoming Week social media posts (1)
- Logo on printed materials at the kickoff event
- Click-through logo placement on website
- 4 invitations to the kickoff event

DIVERSITY - \$5,000

- Logo on printed materials at the kickoff event
- Click-through logo placement on website
- 2 invitations to the kickoff event



ABOUT WELCOMING AMERICA

Welcoming America, the organization behind Welcoming Week, is a nonprofit, nonpartisan organization that supports communities in 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.

Welcoming America is grateful to receive support from a range of entities including: eBay, the Government of Canada, Refugee Congress, the Robert Wood Johnson Foundation, Trust for Public Land, UNHCR, Walmart, and YMCA of the USA.

Learn more at [WelcomingAmerica.org](https://www.welcomingamerica.org)



CONTACT US

If you're interested in sponsoring Welcoming Week 2024, email Allie Norman at allie@welcomingamerica.org to start the process. Sponsorships are customizable and created with your company's goals and priorities in mind. Multi-campaign and multi-year sponsorships are also available.