



WELCOMING  
WEEK

# 2025 SPONSORSHIP GUIDE



Photo: Ashley Franscell Detrick

SEPTEMBER 12-21, 2025

welcomingweek.org | #WelcomingWeek2025

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 2024, over 2,000 events were held, engaging diverse stakeholders and fostering meaningful connections in 49 U.S. states and 8 countries.
- Welcoming Week provides groups and individuals with resources and tools to organize events, reaching more than 823 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.

Your support is not just a sponsorship — it's a statement and a pledge to unity, acceptance, and community strength.

**Will you join us?**



Photo: Betsy Hurst

## BRAND REACH

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

**3,100**

MENTIONS ON  
SOCIAL MEDIA

**823  
MILLION**  
TOTAL REACH

**8,000+**  
MONTHLY AVERAGE  
OF UNIQUE  
WEBSITE VISITORS

**11,300**  
EMAIL  
SUBSCRIBERS

**29,800**  
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



Photo: Riley Kennedy



## 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.

If you're interested in sponsoring Welcoming Week 2025, email Allie Norman at [allie@welcomingamerica.org](mailto: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.

## 2024 SPONSORS AND PARTNERS

