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[www.nccaa.net](http://www.nccaa.net)

December 15, 2020

Dear Sponsor,

The North Carolina Community Action Association and its 34 agencies have been serving all 100 NC counties for more than 50 years. We provide more than 110,000 families in need each year with the services they need to escape poverty. As in all disasters, COVID-19 has effected those living in or on the verge of poverty the most.

You are invited to join our efforts to provide some of the 1.4 million people living in poverty with the supplies they need. On Tuesday, January 26, we are hosting the Big Pop Up (BPU) - the first of four large-scale community-based drive-thru events which will provided these supplies to families in need. With an expected turnout of over 1,000 families per event, we are in need of your support. We recognize you provide important products such as [list some of the products we'd like them to donate] which many of these families use regularly.

During our kick-off event in Raleigh, we will supply fresh produce, personal protection equipment, household supplies, prepared meals and other essential items and information to vulnerable families impacted by COVID-19—in a safe, socially distant environment. Families will drive-thru our rows of product stations where the items will be placed in their open trunks. We hope you will consider supporting our efforts through in-kind donations, a sponsorship, and/or volunteering your time.

The location of the Raleigh event will be announced soon. In addition, BPUs are also being planned for *Statesville, Edenton and Waynesville, NC*. These events will open to the public at 10 a.m. and conclude at 2 p.m. Additional details will be provided soon.

We invite [business name] to join us as a sponsor and donate products, services, materials, or information that could help families in need. Accompanying this letter is information on sponsorship levels for the BPU events. If interested in partnering with us, please let us know at your earliest convenience which level most interests you and how we can accommodate your needs.

With you by our side at these events, we are sure to achieve our goal of continuing to serve North Carolina families during this crisis. Thank you for considering this opportunity. Please provide any questions you may have. We look forward to hearing back from you soon.

Sincere Regards,

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A Member of the Community Action Partnership

Officers | Dr. Landon Mason, Sr., President | Patsy P. Davis, First Vice-President | Tina Ray, Second Vice-President  
Natalasha Elliott, Treasurer | Ericka Whitaker, Secretary | Nick Wharton, COED Chair  
E. Marie Watson, SEACAA Representative | Bryan Duncan, SEACAA Representative  
Fred Bazemore, Western Chair | Darren Waugh, Far West Chair  
Patricia Beier, Eastern Chair | Ruby Bryant, Central Chair  
Sharon C. Goodson, Executive Director



# The Big Pop Up

## People Helping People

January 26, 2021  
Raleigh, NC

	Executive Media	Gold	Silver	Bronze
INVESTMENT	30k	25k	15k	10k
<i>All sponsors will be granted exposure to the North Carolina Community Action Association (NCCAA) network and its community partners through the following:</i>				
Exclusive	✓	X	X	X
Promotion on NCCAA website and event page	✓ Prominent with link to sponsor site	✓	✓	✓
Promotion via NCCAA social media channels	✓ All Event Posts	✓ 5 mentions	✓ 5 mentions	✓
Logo on all branded material	✓ Prominent Logo	✓	✓	✓
Onsite event signage	✓ Prominent Logo	✓	✓	✓
Email promotion in all event e-blasts	✓	✓	✓	✓
Ad in NCCAA e-newsletter	Company Ad in 5 issues	Company Ad in 5 issues	Company Ad in 3 issues	Company Ad in 1 issue
Guest blog post on NCCAA site throughout the year	Three Guest Posts	Two Guest Posts	One Guest Post	One Guest Post
NCCAA volunteer tent	Prominent Logo	Logo	Logo	Logo
Verbal acknowledgement at event	✓ Throughout Event	✓ 5 mentions	✓ 5 mentions	✓ 5 mentions
Prominent event location	✓	✓	✓	✓
Opportunity to provide marketing material/giveaways for bags	✓	✓	✓	✓
Post-event acknowledgement on NCCAA website	✓ Prominent with Logo	✓	✓	✓
Post-event acknowledgement via NCCAA social media channels	✓ Prominent	✓	✓	✓
*Event speaking opportunity	✓	✓	X	X

## 2021 The Big Pop Up Event Sponsorships

Check all that apply		Cost
	<b>Food Truck Sponsor</b> Promotion on NCCAA website, event page and via NCCAA social media channels (3 mentions and 4 e-blast). Name/Logo on all branded material. Onsite event signage. Company ad in 1 issue of NCCAA e-newsletter. Two verbal acknowledgements at event. Opportunity to provide marketing material/giveaways for bags. Post-event acknowledgement on NCCAA website and social media channels. Logo on NCCAA volunteer tent.	\$3,000
	<b>Patron Sponsor</b> Thank you acknowledgement at event. Opportunity to provide marketing material/giveaways for bags. Named listed on post-event acknowledgement on NCCAA website, social media channels. Name listed on NCCAA volunteer tent.	\$300
	<b>Friend Sponsor</b> Thank you acknowledgement at event. Opportunity to provide marketing/giveaways for bags. Name listed on post-event acknowledgement on NCCAA website and social media channels and on NCCAA volunteer tent.	\$200
	<b>Contributor Sponsor</b> Thank you acknowledgement at event. Opportunity to provide marketing/giveaways for bags. Name listed on post-event acknowledgement on NCCAA website and social media channels and on NCCAA volunteer tent.	<\$200
	<b>In-kind Sponsor</b> Thank you acknowledgement at event. Opportunity to provide marketing/giveaways for bags. Name listed on post-event acknowledgement on NCCAA website and social media channels and on NCCAA volunteer tent.	N/A
	<b>Total Sponsorship Investment</b>	\$_____

NAME: \_\_\_\_\_

AGENCY: \_\_\_\_\_

DATE: \_\_\_\_\_