



WELCOMING WEEK

September 9-18, 2022 | #WhereWeBelong

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. 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.

26 million
Impressions

2,600
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

23,000+
Social media
subscribers/
followers

National media
push to over
100
media outlets

5,000
Monthly average
of unique
website visitors

9,500
email
subscribers



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.

About Our 2022 Theme: Where We Belong

Our sense of belonging is tied to the places and spaces that we live, work, and rest in. It is what motivates us to build a great “we” - because we each know what it means to not belong somewhere, we are even more empowered to help foster belonging for others. To celebrate 10 years of Welcoming Week and build on our ongoing belonging work, this year’s Welcoming Week will aim to go deeper into the places and spaces that foster belonging (ie. cities, workplaces, neighborhoods, etc.) How and why do these spaces foster belonging for us? How do we break the barriers so that they can be places of belonging for all, including immigrants?



Sponsorship Levels

PRESENTING - \$80,000

- Branding at official kickoff event
- Opportunity to write a published blog post
- Speaking opportunity at official kickoff event
- Opportunity for sharing ad via email communication
- Selection of community Welcoming Week events to be highlighted
- Speaking opportunity at press conference
- Recognition in digital newsletter
- Premium click-through logo placement on website
- Recognition in national press release
- Recognition in two Facebook and Twitter posts
- Sharing of sponsor's Welcoming Week social media posts
- Opportunity for inclusion of promotional items in Welcoming Week toolkits

BELONGING - \$40,000

- Branding at official kickoff event
- Opportunity to write a published blog post
- Opportunity for sharing ad via email communication
- Selection of community Welcoming Week events to be highlighted
- Recognition in digital newsletter
- Premium click-through logo placement on website
- Recognition in national press release
- Recognition in two Facebook and Twitter posts
- Sharing of sponsor's Welcoming Week social media posts
- Opportunity for inclusion of promotional items in Welcoming Week toolkits

Sponsorship Levels

EQUITY - \$20,000

- Opportunity for sharing ad via email communication
- Recognition in digital newsletter
- Premium click-through logo placement on website
- Recognition in one Facebook and two Twitter posts
- Sharing of sponsor's Welcoming Week social media posts
- Opportunity for inclusion of promotional items in Welcoming Week toolkits

DIVERSITY - \$5,000

- Recognition in digital newsletter
- Click-through logo placement on website
- Sharing of sponsor's Welcoming Week social media posts

INCLUSION - \$10,000

- Opportunity for sharing ad via email communication
- Recognition in digital newsletter
- Click-through logo placement on website
- Recognition in one Facebook and Twitter post
- Sharing of sponsor's Welcoming Week social media posts
- Opportunity for inclusion of promotional items in Welcoming Week toolkits

CHAMPION - \$2,500*

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

*Welcoming America Corporate Council Members will automatically receive Champion level sponsorship for Welcoming Week.

SPONSORSHIP LEVEL	Presenting	Belonging	Equity	Inclusion	Diversity	Champion
BENEFITS						
Click-through logo placement on website	✓ Premium	✓ Premium	✓ Premium	✓	✓	✓
Recognition in digital newsletter	✓	✓	✓	✓	✓	✓
Sharing of sponsor's Welcoming Week posts	✓	✓	✓	✓	✓	
Branded promotional items in premium toolkits	✓	✓	✓	✓		
Social media posts on Facebook and Twitter	✓	✓	✓	✓		

SPONSORSHIP LEVEL	Presenting	Belonging	Equity	Inclusion	Diversity	Champion
BENEFITS						
Sharing of company ad via email	✓	✓	✓	✓		
Recognition in national press release	✓	✓				
Kickoff event branding	✓	✓				
Selection of community Welcoming Week events to highlight	✓	✓				
Opportunity to write a published blog post	✓	✓				
Speaking opportunities	✓					

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 2022, contact Daniel Valdez at daniel@welcomingamerica.org to start the process. Nonprofit sponsorship and custom sponsorship opportunities are also available.