

2022 CORPORATE SPONSORSHIP OPPORTUNITIES



Hospice
of Southern Kentucky

\$1,000

Light Up A Life
(Mailing, Digital)

\$2,000

Mother's Day Tea
(TV, Digital, Event)

\$500

Base includes email,
social media, and
website advertising on
HSK platforms

\$5,000

Keys to Living
Truck Raffle
(TV, Digital,
Event)

\$1,000

Butterfly Release
Memorial (Mailing,
Digital, Event)

\$5,000

Lotus Award Gala
(TV, Digital,
Mailing, Event)

91% of consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.

61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause.

50% of consumers said they would be willing to reward companies that give back to society by paying more for their goods and services.

Neilsen Consumers Who Care Study

Example Packages

\$10,000 (3 Available)

Projected ROI - \$61,293

Includes all events, campaigns & advertising for 2022-valued at \$14,500

\$7,500 (4 Available)

Projected ROI - \$25,810.40

Includes one major event (Gala OR Truck Raffle) plus Lights of Love & Memorial Day Campaigns

\$5,000 (5 Available)

Projected ROI - \$18,751.80

Includes Mother's Day Tea, plus Lights of Love & Memorial Day Campaigns