



# Corporate Sponsorship Program

Increase brand loyalty, trust and recognition by partnering with the largest peer support network for widowed individuals.

## Who We Are

Soaring Spirits International's mission is to provide a safe, inclusive, and secular community to support widowed people as they rebuild their lives following the death of a spouse or partner. Since 2008, Soaring Spirits has received national recognition for providing programs, resources, and events for an estimated 4.5 million widowed individuals with an active presence in all 50 states and a global reach. An annual corporate sponsorship with Soaring Spirits gives your business high visibility and access to more than 40,000 engaged widowed people with highly distinct characteristics and needs.

## Multi-Channel Engagement Opportunities

Your sponsorship at any level includes Digital interaction / In-person presence:

### Digital

- 100,000 visitors to Soaring Spirits website
- 50,000 email list (30,500 eNewsletter subscribers)
- 25,500 devoted social media followers
- 10,500 Widowed Village Members

### In-person

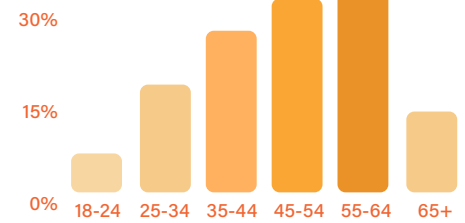
- 900 Camp Widow event volunteers and attendees
- 500 attendees at Hope Takes Flight Gala
- 300 monthly Newly Widowed Call Attendees
- 300 Share the Road Ride Participants

Join our growing list of corporate sponsors

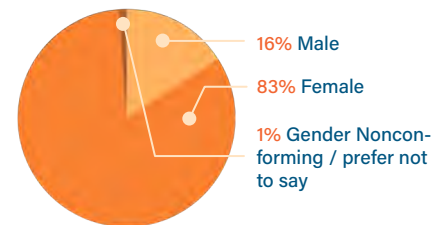


## Demographics

### Participants by age



### Participants by gender



**53**

Average age

**60%**

Parent minor children

- Soaring Spirits supports a younger widowed population—statistically likely to have 30 years of wealth management ahead of them.
- By 2030, women are expected to control as much as \$30 trillion of assets. (McKinsey & Company – July 29, 2020)

4.5 million people served since 2008

# Annual Corporate Sponsorship Options



	\$100,000 Annual Title Sponsor	\$50,000 Annual Presenting Sponsor	\$25,000 Annual Sponsor
Title Sponsor Customized Recognition Package			
Exclusive Branding Opportunity across all events			
Promotional Video placement on event website			
Presenting Sponsor for event of your choice			
Table at Gala and VIP reception admittance for guests	Two (2) Tables	One (1) Table	Four (4) Tickets
Opportunity for branded promotional gifts for Gala honorees, keynote speakers and guests			
Prominently featured as Sponsor with logo/hyperlink on Soaring Spirits Websites	Four (4) Sites	Three (3) Sites	One (1) Site
Prominently featured in SSI communications and SSI events			
Announcement of Sponsorship in eNewsletter and social media			
Monthly recognition in eNewsletter			
Tabling opportunity at Camp Widow and Share the Ride event/s			
Featured as Sponsor of Newly Widowed Packets	One Thousand (1,000)	Five Hundred (500)	Two Hundred Fifty (250)
Volunteer engagement opportunity for up to	Twenty-Five (25)	Ten (10)	Five (5)

**For more information regarding Soaring Spirit Programs and sponsorship opportunities, please contact:**

Angeline Thomas | [angeline@soaringspirits.org](mailto:angeline@soaringspirits.org) | 877-671-4071 (ext 720)

# Signature Events and Programs

*Included with your sponsorship is a valuable presence at signature events.*



## Camp Widow

Camp Widow invites your brand to shine within a global community of resilient widowed individuals. This premier event, renowned for transformative workshops and community building, associates your brand with a lifeline routinely hailed as 'life-saving' by participants.



## Newly Widowed Program

SSI's Newly Widowed Program is a unique 12-week initiative that tailors support for those widowed less than a year. Your brand can play a vital role in supporting 60-75 weekly participants, aligning with this intimate and supportive lifeline during the earliest stages of this challenging life transition.



## Hope Takes Flight Gala

Hope Takes Flight Gala at the prestigious Ronald Reagan Presidential Library offers your brand an enchanting evening of hope and celebration. Align with this black-tie affair to showcase your commitment to resilience in front of 500+ influential attendees, featuring live music, unique auction items, and an elegant dance floor.



## Share the Road Ride

Share the Road Ride a powerful cycling event dedicated to safe roadways, provides your brand an opportunity to align with an impactful legacy. Reach a dedicated audience of safety-committed cyclists across Metric Century, Fifty Miler, and 25 Mile courses through picturesque California cities.



# Annual Corporate Sponsorship Form

**We are pleased to support Soaring Spirits as an Annual Corporate Sponsor!**

Name of sponsor as it should appear in promotional and other materials: \_\_\_\_\_

Sponsor Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsor Contact E-mail: \_\_\_\_\_ PR Contact E-mail: \_\_\_\_\_

How did you learn about Soaring Spirits? \_\_\_\_\_

All Net Proceeds to Benefit Soaring Spirits · [www.soaringspirits.org](http://www.soaringspirits.org)

For Your Tax Purposes: Soaring Spirits Federal Tax ID #: 38-3787893

### Please choose your sponsorship level:

\$100,000 - Annual Title Sponsor

\$50,000 - Annual Presenting Sponsor

\$25,000 - Annual Sponsor

### Payment method:

Cash/Check (Please make checks payable to Soaring Spirits)

Credit Card Type: VISA Mastercard AMEX

Credit Card # \_\_\_\_\_ V-code \_\_\_\_\_ Exp \_\_\_\_ / \_\_\_\_ Zip \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

*Your annual sponsorship begins at time of payment.*

Soaring Spirits is an inclusive, secular organization focused on hope and healing through the grieving process. We are committed to diversity, equity and inclusion and grateful to sponsors who align with our mission and values.

### PLEASE REMIT FORMS TO:

**SOARING SPIRITS**  
2828 Cochran St. #194  
Simi Valley, CA 93065

877-671-4071 (x720)

Or email completed forms to:  
[angeline@soaringspirits.org](mailto:angeline@soaringspirits.org)

*Thank you for your support!*