

# 2022 Sponsorship Opportunities

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[alsigl.org](http://alsigl.org)

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## Achieving More Together

CP Rochester

EPI

Medical Motor Service

National Multiple Sclerosis Society  
Upstate New York

Rochester Hearing and Speech Center

Rochester Rehabilitation

Starbridge

## JustOne.

JustOne is a one-of-a-kind community fundraising event that happens every Feb**lue**ary.

Every dollar works together—with each AI Sigl Member Agency, across AI Sigl's six campuses—to create opportunities for everyone to be included in community life.

The magic of this “feel good” event is that we ask just once for JustOne Dollar. This program is accompanied by our largest paid media of the year. Consequently, the promotional power of the advertising for our sponsors is sizable.

This campaign is not specifically targeted to a particular demographic—it's for everyone! Our blue envelopes are delivered to homes in the 144\_\_, 145\_\_ and 146\_\_ zip codes by mail.



Each year, we receive hundreds of handwritten notes with JustOne donations:

*“Thanks to all at AI Sigl who have helped – and are still helping – our son.”*

*“I am also a person with a disability, and I know my two dollars is not much, but if it can help someone, that makes my heart smile.”*

*“My little donation is not much, but every year I give \$1 for each member of my family. (My grandbaby wanted \$1 for her goldfish too!)”*

*“I've given to your JustOne drive from the very first...because you give everyone the chance to be part of something good!”*

### Presenting Sponsor—\$7,500

- Company name spoken aloud in all TV and radio spots and logo included in all TV spots.
- Prominent logo placement on the JustOne envelope.
- Company logo in the agency newsletter which reaches over 20,000 households.
- Logo on AI Sigl Community of Agencies website.

### Brochure Sponsor—\$5,000

- Company logo included in all TV ad spots.
- Company logo appears on the JustOne envelope.
- Company name in the agency newsletter which reaches over 20,000 households.
- Logo on AI Sigl Community of Agencies website.

### Campaign Sponsor—\$2,500

- Logo on JustOne blue envelope.
- Company name in the agency newsletter which reaches over 20,000 households.
- Logo on AI Sigl Community of Agencies website.