



COMMUNITY PARTNER PROGRAM

OPPORTUNITY PACKET



Changing lives, changing minds

Hello Friends!

Harc is pleased to introduce our year-round Community Partnership Program. It is designed to maximize the visibility of our partners: Companies, Foundations, and Donors that make Harc's mission possible. We understand that in today's world you are asked many times from many organizations for support. We appreciate the thoughtful approach and planning that goes into becoming a community partner. Our goal is to make the planning easier by asking for support only one time yearly.

All Community Partners are recognized and welcomed to participate at Harc's three major events during the year:

1. Spring Fling

A virtual social gathering of Harc participants, staff, and families where employment milestones are recognized.

2. Walk 'N Roll

An all-inclusive event, that is free for everyone of all abilities to participant in. Individuals are encouraged to create teams through Harc's crowd-funding software and share their virtual walking experiences on social media.

2. Auction & Gala

Our signature event that gathers community/business partners, families, and friends in a virtual experience. It is a fun evening of activities, performances, special guests, and the opportunity to bid on unique items and experiences.



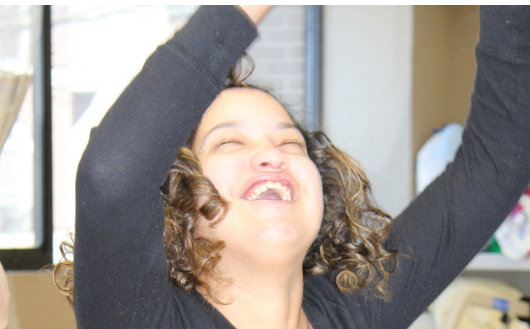
The proceeds of the Community Partnership Program help Harc meet our participants' needs by funding:

- Enriching activities for our day program and residential participants
- The financial gap between what we receive from the state and what is needed to support our participants
- Professional training and development that is required to prepare our team to deliver the best possible care

We welcome the opportunity to discuss:

- Which partnership program is right for your organization
- A customized virtual experience
- Your next virtual team building activity at Harc, (eg: Zoom trivia, scavenger hunt, bingo, or charades)

For more information, please contact Maureen Madden at mmadden@harc-ct.org or 860.218.6048



Since 1951 Harc has been Sparking Possibilities for those with intellectual & related disabilities. Harc provides special needs support for a lifetime to individuals and their families so they may enjoy lives of quality, inclusion and dignity.



Partner Benefits

	Premier \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Pre-Event Recognition				
Company Logo and Name Recognition on All Promotional Materials & Invitations	✓	✓	✓	✓
Recognition on News Releases & Announcements	✓	✓	✓	✓
Logo and Link to Company Website on Harc's Website and (*SockStarz Website)	✓ *	✓ *	✓ *	✓
Social Media Recognition Posts Prior to Event	Ultra Premium Advertisement	Premium Advertisement	Premium Advertisement	✓

On-Site Recognition

Company Logo on Event Program	✓	✓	✓	✓
Logo on Digital Marketing Materials	Ultra Premium Advertisement	Premium Advertisement	Premium Advertisement	✓
Video Ad During Live Streaming Auction	Ultra Premium Advertisement	Title Advertisement	End of Show Advertisement	End of Show Advertisement
Speaking Opportunity at an Event	✓			
Company Swag Included in Party Boxes	✓	✓	✓	✓
Ad in Calendar (*name listed on every month)	* Full Page Location Choice	Full Page Location Choice	Full Page	Half Page
Name and Logo on Event Gifts and/or Party Boxes	✓	✓	Name Only One Event	Name Only One Event
VIP Club (special event access if available)	✓	✓	✓	✓

Post-Event Recognition

Annual Meeting Recognition	✓	✓	✓	✓
Feature Article in Harc's Newsletter	✓			
Name Recognition in Annual Report	✓	✓	✓	✓
Website and Social Media Recognition for the Year	Ultra Premier Location	Premier Location	Premier Location	✓
Ad in Post Event Publications: Hartford Business Journal & Hartford Courant	✓	✓	✓	
Personalized Gift and Letter from our President	✓	✓	✓	

Harc reserves the right to modify any of our events as needed

Partner Benefits

	Bronze \$3,500	Crystal \$2,500	Sapphire \$1,500	Friend \$1,000
Pre-Event Recognition				
Company Logo and Name Recognition on All Promotional Materials & Invitations	Name Only	Name Only	Name Only	Name Only
Recognition on News Releases & Announcements				
Logo and Link to Company Website on Harc's Website and (*SockStarz Website)	✓			
Social Media Recognition Posts Prior to Event	✓	✓	✓	✓

On-Site Recognition

Company Logo on Event Program	Name Only	Name Only	Name Only	Name Only
Logo on Digital Marketing Materials	Name Only	Name Only	Name Only	Name Only
Video Ad During Live Streaming Auction				
Speaking Opportunity at an Event				
Company Swag Included in Party Boxes	✓	✓	✓	✓
Ad in Calendar (*name listed on every month)	Half Page	Quarter Page	Business Card	Business Card
Name and Logo on Event Gifts and/or Party Boxes	Name Only One Event	Name Only One Event	Name Only One Event	Name Only One Event
VIP Club (special event access if available)	✓			

Post-Event Recognition

Annual Meeting Recognition				
Feature Article in Harc's Newsletter				
Name Recognition in Annual Report	✓	✓	✓	✓
Website and Social Media Recognition for the Year				
Ad in Post Event Publications: Hartford Business Journal & Hartford Courant				
Personalized Gift and Letter from our President				

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Spring Fling

The Spring Fling is the social event of the year for Harc participants and employees. During the evening, Harc recognizes employment milestones, and participants have the opportunity to celebrate along with the staff. Participants and staff enjoy dancing, recognition, and social time together.*



Walk 'n Roll

Harc's Walk 'n Roll takes place every Spring at the Hartford Yard Goats, Dunkin' Donuts Park. This free event is attended by Harc participants, families, friends, and community partners. It is an all inclusive event for everyone of all abilities and ages. Friends are creative and competitive in showing their support by developing teams with fundraising goals. The morning is filled with a variety of activities including the opportunity to walk around the field and play games along the concourse.*

**Modified for successful virtual experiences.*

Auction & Gala

Harc's Auction & Gala has been an annual fall tradition for over 30 years. Pre-COVID-19, this event would attract over 300 people from the community, including Harc business partners and families. In 2020, the gala will be featured as a virtual experience that includes live streaming, entertainment, special guests, and the opportunity to bid on unique auction items. Specially priced, 'party boxes' are available so that guests can celebrate in style as they join in the festivities from comfort of their own homes.





Harc, Inc
 900 Asylum Ave
 Attn: Maureen Madden
 VP of Development & Marketing
 Hartford, CT 06105
 860.218.6048
www.harc-ct.org

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