

The Value of Your Sponsorship



Donor Demographics*

Household Income

\$250,001 plus	12%
\$150,001 to \$250,000	55%
\$100,001 to \$150,000	24%
\$75,001 to \$100,000	6%
\$50,001 to \$75,000	2%
\$25,000 to \$50,000	1%

Age

College Age (18 to 22)	3%
Young Adults (23 to 35)	24%
Mature Adults (36 to 55)	59%
Seniors (56 to 75)	10%
Elderly (76+)	4%

Ethnicity

Asian	20%
African American	2%
Caucasian	74%
Filipino	1%
Hispanic/Latino	1%
Native American	1%

Education Level

Postgraduate Degree	21%
Undergraduate Degree	70%
Some College	6%
Trade/Technical Training	2%
High School Graduate	1%

*Thanks to the professional contribution of SRC, a local market analysis company, the donor demographic table was compiled using a Mosaic geodemographic segmentation analysis of Attention Homes' donor profiles.

An Attention Homes Sponsorship Benefits Your Company in a Number of Ways

DEMOGRAPHIC REACH

Reach approximately 2,000 of Attention Homes' donors, a majority of whom are Caucasian adults, ages 36-55, with undergraduate degrees and income levels of \$150,001-\$250,000.

RETURN ON INVESTMENT

Companies who invest in their communities with charitable gifts raise \$6 in revenue for every \$1 donated!

Source: Lev, B., Petrovits, C., Radhakrishnan, S. Is Doing Good Good for You? (September 1, 2008).

ADVERTISING/MARKETING BENEFITS

If a sponsor were to pay for advertising in *The Camera*, *the Yellow Scene Magazine*, and on a mailer for their own purposes, the company's cost would be approximately \$2,470.

Advertising Entity	Size of Ad	# of People	Business Cost
Sunday Camera	10 column inches	113,400 readers	\$405.70
Yellow Scene Magazine	1/3 page, color	300,000 readers	\$1,565.00
Mailer with postage	4 1/2" x 5 1/4", color	2,000 donors	\$500.00
Total		435,400	\$2,470.70

Sources: The Camera, Yellow Scene Magazine

HELP FOR AT-RISK TEENS

Contributions are tax-deductible and directly benefit up to 22 boys and girls living in our homes every day.

A \$10,000 sponsorship will pay for...	6 months of group and individual counseling for all 22 teens
A \$5,000 sponsorship will pay for...	1 year of substance use monitoring for 10 teens
A \$2,500 sponsorship will pay for...	3 months of educational and recreational activities for 22 teens
A \$1,000 sponsorship will pay for...	1 week of residential care, treatment and counseling for 1 teen