

2024

SPONSORSHIP OPPORTUNITIES

Lifeworks invites you to invest in the change we are driving in partnership with people with disabilities - to create accessible, equitable, and diverse communities.

Sponsorships help Lifeworks build relationships and raise funds that ensure we can expand our reach and meet the ambitious goals of our mission.

Our Mission

Lifeworks partners with people with disabilities to drive change by increasing opportunity and access in the community.

Lifeworks is a 501(c)(3) nonprofit and an Equal Opportunity Employer. This information can be provided in an alternate format upon request.



INCREASE YOUR REACH

700+

Attendees
Annually

4,000+

Email Inboxes
Reached

4,500+

Mailboxes
Reached

7.25%

Social Media
Engagement

Industry average = 2-5%

5,600+

Social Media
Followers

10,000+

Visitors to
Event Website

SAVE THE DATE!

2024 Lifeworks Annual Celebration

Thursday, April 18, 2024
The Depot, Minneapolis



ATTENDEE PROFILE

INDUSTRIES:

- » Fortune 500 companies
- » Technology
- » Healthcare
- » Finance
- » Real estate
- » Legal
- » Locally owned companies

TITLES:

- » Chief Executive Officer
- » Chief Operations Officer
- » President
- » Founder
- » Owner
- » Partner
- » Chief Human Resources Officer
- » Vice President of Diversity, Equity, and Inclusion
- » General Counsel

YOUR SPONSORSHIP GIVES BACK

In 2023, more than 700 attendees came together at the Lifeworks Annual Celebration to invest in disability inclusion. Sponsors and donors help Lifeworks fund our everyday core services and innovative approaches that help bring disability services and resources to underserved communities.

Together, we are driving growth at Lifeworks. In the first half of 2023, more than 1,900 people with disabilities and their families have connected with Lifeworks while out in the community. These connections have led to 290 new clients partnering with Lifeworks for disability services, including 45 clients supported in navigating the complexities of the disability sector. Lifeworks has hosted 7 listening sessions to hear from historically underserved communities about their experience with disability to co-create culturally specific programs alongside those communities.

In the coming months, Lifeworks will continue to deepen our relationships with Black, Indigenous, people of color in the metro area, and begin connecting with people with disabilities in Minnesota's Northwest and Southwest regions to bring more opportunities and choice to these communities.

Support from sponsors helps Lifeworks continue to expand our reach and increase our impact. Your dollars help Lifeworks focus on our everyday, core services while also expanding our reach to ensure our communities are radically inclusive.

Impact by the numbers



3,001
people served
across all
Lifeworks
programs



2,051
served in
Self-Directed
Services



736
people served
through
Employment
Services



169
people served
in Day Support
Services

SPONSOR BENEFITS

2024 Annual Celebration and Yearly Benefits

	PREMIER \$30,000	DIAMOND \$20,000	
Advertisement in Annual Celebration program	2-page	1-page	ANNUAL CELEBRATION RECOGNITION
Included on Annual Celebration Save-the-Date* and Invite**	Logo	Logo	
Recognition in pre-event video	30-second message	10-second message	
Recognition on Annual Celebration event materials	Logo on all materials + step and repeat	Logo on all materials	
Recognition on Annual Celebration webpage	Linked logo	Linked logo	
Table seating for your and your guests (10 seats per table)	5 tables	4 tables	
Two disability inclusion trainings for your community	EXCLUSIVE BENEFIT		YEARLY RECOGNITION
Partner spotlight in eNewsletter and Blog	●	●	
Included in 2024 Lifeworks Annual Report	Logo	Logo	
Presence on Lifeworks website	Linked logo	Linked logo	
Early access invitations to all Lifeworks events	●	●	
Sponsor toolkit to promote our partnership	●	●	

Benefits run January through December 2024 | *If sponsorship is confirmed by 12/1/2023 | **If sponsorship is confirmed by 1/5/2024

SPONSOR BENEFITS

2024 Annual Celebration and Yearly Benefits

	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	
Advertisement in Annual Celebration program	Half-page	1/4-page		ANNUAL CELEBRATION RECOGNITION
Included on Annual Celebration Save-the-Date* and Invite**	Logo	Name - Invite Only		
Recognition in pre-event video	Logo	Name		
Recognition on Annual Celebration event materials	Logo on all materials	Name on program, table, and sponsor sign	Name on program, table, and sponsor sign	
Recognition on Annual Celebration webpage	Logo	Name	Name	
Table seating for your and your guests (10 seats per table)	3 tables	2 tables	1 table	
Included in 2024 Lifeworks Annual Report	Logo	Logo	Name	YEARLY RECOGNITION
Presence on Lifeworks website	Logo	Logo	Name	
Early access invitations to all Lifeworks events	●	●	●	
Sponsor toolkit to promote our partnership	●	●	●	