



Central Illinois Resource Center Inc.

Sponsorship Opportunities Packet

501(c)(3) Nonprofit Organization — EIN: 93-3837042

Serving Peoria, Tazewell, Woodford, Fulton, Knox, McLean, Sangamon & Surrounding Counties ♦♦

www.centralillinoisresourcecenter.org | ✉ info@centralillinoisresourcecenter.org | 📞 309-981-7233

About Central Illinois Resource Center Inc.

Central Illinois Resource Center Inc. (CIRC) is a 501(c)(3) nonprofit organization committed to raising mental health awareness, combating food insecurity, and supporting vulnerable populations across Central Illinois — including low-income families, seniors, and individuals experiencing homelessness. We host and support a wide range of community events, town halls, resource fairs, and public outreach initiatives to build healthier, more resilient communities. Our work is powered by strong partnerships with schools, libraries, healthcare providers, civic leaders, and businesses like yours. By becoming a sponsor, your organization can help us expand critical services while demonstrating leadership and commitment to the communities we all serve.

Sponsorship Opportunities

CIRC hosts and participates in multiple community-based events and initiatives throughout the year, including but not limited to: Mental health awareness town halls Community resource fairs Homelessness prevention and outreach events Seasonal donation drives and distributions Youth and family engagement programs Senior and disability support initiatives Each event varies in size and focus, but all are designed to elevate community well-being and amplify the voices of underserved populations.

Sponsorship opportunities are available year-round, with flexible levels and benefits to suit a variety of budgets and goals.

Why Partner with CIRC

Community Visibility: Sponsors receive recognition across event marketing, social media, and community channels. Brand Alignment: Demonstrate your commitment to mental health, social equity, and community impact. Direct Engagement: Sponsors can participate in events, host tables, distribute materials, and connect with community members directly. Meaningful Impact: Your sponsorship helps fund essential programs, emergency care kits, outreach services, and resource fairs.

Sponsorship Levels

■ Bronze — \$250

Great for local businesses and first-time sponsors looking to make a visible impact.
Logo on event flyer & website Social media mention Recognition during event program

■ Silver — \$500

Ideal for organizations ready to increase their community presence.
All Bronze benefits, plus: Table/booth at events Inclusion in press materials One promotional item in giveaways

■ Gold — \$1,000

Perfect for brands seeking broader visibility and deeper community impact.
All Silver benefits, plus: Medium logo placement on all signage Verbal recognition during opening remarks Two dedicated social media posts

■ Platinum — \$2,500

Best for organizations ready to take a leading role in community outreach.
All Gold benefits, plus: Prominent logo placement on all marketing “Presenting Sponsor” designation
Opportunity to speak or present at events Featured spotlight in email newsletter

■ Title / Custom Sponsor — \$5,000+

Exclusive partnerships for organizations seeking maximum visibility and impact.

Exclusive naming rights (e.g., “Event presented by [Sponsor Name]”) Fully customizable benefits and strategic partnership opportunities

In-Kind Sponsorship Opportunities

In addition to financial sponsorship, CIRC welcomes in-kind contributions, such as: Printing and promotional materials Food and beverage donations Volunteer teams or staffing support Equipment, transportation, or venue space Media coverage or advertising placements These contributions help reduce event costs and increase community reach.

How to Become a Sponsor

1. Select your sponsorship level or propose a custom partnership.
2. Complete the Sponsorship Commitment Form.
3. Submit via email to info@centralillinoisresourcecenter.org or mail to our office.
4. A CIRC representative will follow up to confirm details and recognition opportunities.

Tax Information

Central Illinois Resource Center Inc. is a registered 501(c)(3) nonprofit organization. All contributions are tax-deductible to the fullest extent allowed by law. A formal acknowledgment letter will be provided for your records.

Sponsorship Commitment Form

Organization Name: _____

Contact Person: _____

Email / Phone: _____

Sponsorship Level: ☐ Bronze ☐ Silver ☐ Gold ☐ Platinum ☐ Title ☐ In-Kind

Amount / Description: _____

Signature: _____ Date: _____

Payments may be made via Check; Payable to “Central Illinois Resource Center Inc”

You may also pay through GiveButter, Our Donation Platform through Our Link:

<https://givebutter.com/central-illinois-resource-center-inc-1>