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# QUEEN ANNE HELPLINE

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## 2026 SPONSORSHIP PACKET

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Queen Anne Helpline

206-282-1540  
<https://queenannehelpline.org>

February 2026

## ABOUT QUEEN ANNE HELPLINE

At Queen Anne Helpline, we envision engaged communities that honor human dignity, value belonging, and embrace interdependence. Founded in 1982, we are a neighborhood nonprofit with a two-part mission: we work to prevent homelessness, and we bolster access to the resources we all need to thrive.



The ongoing housing crisis continues to impact renters in Seattle, with rent prices on the rise and a scarcity of affordable housing. As a result, our services of rental and utility assistance to residents who live in our service area (zip codes 98109, 98119, and 98199) are seeing a higher demand than ever before. **In 2025, we kept 415 of our neighbors stably housed, preventing them from facing eviction and subsequently homelessness. In addition, we resourced over 829 people with nutritious food, quality clothing and linens, transportation vouchers, and hygiene products. 59% of our clients identified as Black, Indigenous, or a Person of Color. Seniors made up 25% of our clients, and 34% of our clients identify as living with one or more disabilities.** With a growing awareness of the widening wealth gap, compassionate volunteers and donors are taking action to support struggling neighbors with both financial and in-kind support.

We are looking for community partners like you to help us deepen our impact! We have several options, at different price points, for you to be listed among the valued businesses and organizations that support this crucial work. Each option has plenty of opportunities for us to highlight and celebrate you, whether it's throughout the year or at our annual Run for Home 5k. Please read on to learn more about these options and choose the one that works best for your needs.

To become a sponsor of Queen Anne Helpline, please select your sponsorship level and method of payment and follow the instructions listed below. If you have any questions, please contact Cara Lauer, our Executive Director, at [cara@queenannehelpline.org](mailto:cara@queenannehelpline.org).

## SUSTAINING SPONSORSHIPS

We are offering you an opportunity to be a sustaining sponsor for the 2026 calendar year! We have opportunities to highlight and celebrate our sponsors throughout the year. This will include multiple channels of appreciation and discounted participation at our events, as well as ongoing recognition.

Our website receives an average of 708 visitors per month, and our email list has over 1,600 subscribers with a 52% open rate. **As a community fixture for more than 40 years, our brand enjoys strong recognition and a longstanding reputation for impact.**

Sustaining sponsorships provide us with stable revenue that strengthens our programs and allows us to continue expanding our impact and reach. Below are the available sponsorship levels with the associated benefits for each. Sponsorships can be paid in advance, or over the course of the year through installments.

## SPONSORSHIP LEVELS

### **Community Champion - \$8,000+**

*A top-tier for corporate partners who want to highlight their care for the community.*

- Logo and recognition in all email newsletters (about 1/ month)
- Personalized tour of the Resource Center with lunch from a local vendor of your choice
- Optional:
  - Short video interview shared on social channels highlighting what your partnership with Queen Anne Helpline means and how you participate in the community of care, or
  - Build-your-own experience! Would you like a QAH rep to talk with your staff? Have your own staff volunteer day here? We provide a staff contact for you to get the most out of your sponsorship.
- Name and logo displayed as signature sponsor at all events and featured on Run for Home t-shirts
- Logo and recognition as a signature sponsor in print and email marketing for all events
- Recognition of sponsorship at all events during announcements
- Logo with link to your website on Queen Anne Helpline website for duration of 2026-27
- Window sticker for your business to showcase your support for Queen Anne Helpline
- 4 free entries to Run for Home

## SPONSORSHIP LEVELS

### **Community Leader - \$5,000+**

*A mid-tier for established businesses who want to invest significantly in the community.*

- Name and logo displayed at all events and featured on Run for Home t-shirts
- Optional:
  - Written interview shared on social channels highlighting what your partnership with Queen Anne Helpline means and how you participate in the community of care, or
  - Plan a staff volunteer day in our resource center
- Window sticker for your business to showcase your support for Queen Anne Helpline
- Logo and recognition as an annual sponsor in print and email marketing for all events
- Recognition of sponsorship at all events during announcements
- Logo with link to your website on Queen Anne Helpline website for duration of 2026-27
- 2 free entries to Run for Home

### **Community Builder - \$2,000+**

*A starting point for businesses who want to be part of our community care network.*

- Name and logo displayed at all events
- Logo with link to your website on Queen Anne Helpline website for duration of 2026-27

### **Community Connector - \$TBD**

*Would you like to offer a discount or benefit to Queen Anne Helpline community members? Want to make a donation when a new client makes a purchase? Let's talk! (This is intended for non-food and drink retail or service providers. Separate "A Taste of Queen Anne" events are intended for restaurants and cafes.)*

- One-time promotion of your offer on social media and email newsletter.
- e.g. "Jerry's Paints is offering \$1 off your purchase of \$10 or more when you show your Queen Anne Helpline donation receipt"
- Can be added to any other sponsor level

# RUN FOR HOME SPONSORSHIPS

Queen Anne Helpline's Run for Home Community Run/Walk offers a fun and active way for neighbors to participate in preventing homelessness and strengthening community in Queen Anne, Magnolia, and South Lake Union. The Run for Home has been a summer highlight for over 30 years, and it continues to raise awareness about Queen Anne Helpline and the work supported by the businesses and organizations in our community.

The Run for Home is a family-friendly 5k where participants can build community by forming or joining small teams of their neighbors to run, walk, or roll. It occurs in the summer, and the dates for this year's event are soon to be announced. Participants register and receive a performance-fabric running shirt (designed exclusively for the 2026 event, with sponsor logos on the back). We help facilitate participants forming teams to gather with their neighbors. This sponsorship provides an excellent opportunity to increase visibility and support for your organization throughout the community.

## SPONSORSHIP LEVELS

### **Presenting Sponsor- \$3,000+**

- Logo displayed prominently on event t-shirt
- Recognition as a Presenting Sponsor in all physical and digital event marketing, including on event website
- Inclusion in registration materials (printed material of your choice, like a flyer or coupon, which participants will receive with their shirt and other materials)
- Discounted entry for all employees (with event shirts) to the Run for Home

### **Supporting Sponsor - \$1000**

- Recognition as a Supporting Sponsor in all digital event marketing, including website
- Inclusion in registration materials (printed material of your choice, like a flyer or coupon, which participants will receive with their shirt and other materials)

## BUSINESS BENEFITS

- Exposure to residents who prioritize community-minded businesses
- Visibility across multiple Queen Anne Helpline communication channels
- Opportunity to associate your business with a trusted and well-known neighborhood nonprofit



## CONTACT

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**WE ARE DELIGHTED TO HAVE YOU  
AS A SPONSOR OF THE QUEEN  
ANNE HELPLINE FOR 2026,  
TOGETHER STRENGTHENING THE  
FABRIC OF OUR COMMUNITY**

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