



LEGACY

The *Legacy*
Continues...

Legacy Counseling & Founders Cottage
2021 Sponsor Packet

LEGACY COUNSELING CENTER PROGRAMS

MENTAL HEALTH COUNSELING

Conveniently located in the Uptown area of Dallas, Legacy Counseling Center provides affordable, quality mental healthcare and emotional support services to hundreds of men and women diagnosed with HIV or AIDS. The center offers individual, group, and family counseling by fully licensed professionals. The agency also provides a 24-hour emergency hotline available to anyone facing suicidal or other crisis situations related to their diagnosis or current medical condition.

SUBSTANCE ABUSE PROGRAM

A specialized practice of the Counseling Center, the Substance Abuse Program provides both intensive and supportive outpatient substance abuse treatments as well as ongoing relapse prevention services for HIV-positive individuals struggling with alcoholism and other chemical dependency issues. The program educates clients about drug abuse and its effect on HIV and AIDS in both group and individual therapeutic sessions.

FOUNDERS COTTAGE

Opened in 1996, Legacy Founders Cottage is a licensed, seven-room special-care facility in a cozy, homelike environment for people living with AIDS in critical stages of their illness who require 24-hour supervised care.

HOMEBASE FOR HOUSING

Homebase for Housing is a housing information and referral program dedicated to preventing homelessness and improving the quality of life of people living with HIV/AIDS in Dallas County and seven surrounding Counties. Homebase for Housing has collaborated with local AIDS Service Organizations and other housing community based organizations to develop an extensive clearinghouse of information and referrals for housing options as well as other related supportive services.

MASTER LEASING

Master Leasing is a 32 apartment housing unit which gives over 50 clients and their families the opportunity to transition from homelessness to stabilized housing and long-term life success. Not only do Master Leasing clients get shelter through subletting apartments from Legacy, they get the chance to work towards independence. Participants also receive personalized one-on-one Case Management.

GRACE PROJECT WOMEN'S PROGRAM

The Grace Project Women's Program is a year-long program designed to provide support and education to women living with HIV and AIDS. The program's centerpiece is the world's largest conference for positive women being held in March of 2021. In addition to the conference, there is also a leadership academy, educational seminars, and our WarmLine that is used to reach out and provide support to the women on a monthly basis.

ANNUAL SPONSORSHIP LEVELS

2021

	PRESENTING: \$15,000	DIAMOND: \$10,000	PLATINUM: \$7,500	GOLD: \$5,000	SILVER: \$3,500	BRONZE: \$2,000	ADVOCATE PLUS: \$1,500	ADVOCATE: \$1,000	FRIEND: \$500
Presenting sponsor naming rights	✓								
Co-Marketing Plan	✓	✓	✓						
Advertising through social media, newsletter	✓	✓	✓	✓					
Inclusion in press releases	✓	✓	✓	✓	✓				
Logo and link on website	✓	✓	✓	✓	✓	✓			
Logo or name on all marketing material	✓	✓	✓	✓	✓	✓			
Logo in promo video(s)	✓	✓	✓	✓	✓	✓			
Event Ticket(s) to each 2021 event	10	8	6	5	4	3	3	2	1
Name on all marketing material (text only)							✓	✓	✓
Name listed on website (text only)							✓	✓	✓
Name listed in promo video(s) (text only)							✓	✓	✓

INDIVIDUAL **EVENT** SPONSORS

The event sponsor will receive all of the benefits of a Presenting Sponsor only for the individual event selected.

SPRING GALA
\$12,500

FALL EVENT
\$7,500

PositiviTEA
\$10,000

Text "Legacy" to **56651** to donate today!

2021 CORPORATE LEVELS

Corporate Presenting Sponsor: \$50,000

- ✘ Corporate Presenting Sponsor naming rights on all 5 of our 2021 Season Events
 - Print Material: 2000 sponsors cards & 20 posters per event
 - Logo on step & repeat
 - Logo on sponsor reels & logos where applicable
 - Logo & link on homepage of www.LegacyCares.org website
 - Logo in promo video(s)
 - Advertising through social media & newsletter
- ✘ Co-marketing Plan
 - Meeting with Marketing & Development Director to formulate ways we can best market your company
- ✘ Dedicated press release to announce presenting sponsor
- ✘ Naming rights for the 2021 Housing Educational Series for the Homebase for Housing Program
- ✘ Naming rights for the 2021 Housing Educational Series for the Homebase for Housing Program
- ✘ Event Tickets: 20 tickets to each of our 2021 season events

Corporate Diamond Sponsor: \$30,000

- ✘ Co-marketing Plan
 - Meeting with Marketing & Development Director to formulate ways we can best market your company
- ✘ Inclusion in a press release
- ✘ Logo and link on website
- ✘ Logo in promo video(s)
- ✘ Naming rights for a bedroom at the Legacy Founders Cottage
- ✘ Advertising through social media and newsletter
- ✘ Event Tickets: 15 tickets to each of our 2021 season events

Corporate Platinum Sponsor: \$15,000

- ✘ Co-marketing Plan
 - Meeting with Marketing & Development Director to formulate ways we can best market your company
- ✘ Inclusion in a press release
- ✘ Logo and link on website
- ✘ Logo in promo video(s)
- ✘ Advertising through social media and newsletter
- ✘ Event Tickets: 10 tickets to each of our 2021 season events

FROM OUR CLIENTS

The day came when my desire to remain the same was more painful than the risk to grow. Legacy helped me recover from years of cocaine use and made me a better person in the process.”

—Substance Abuse Client

SAMPLE **SPONSOR** PLACEMENT

PRESENTING
PARTNER
SPONSOR
NAME HERE

PRESENTING
CORPORATE
SPONSOR
NAME HERE

PRESENTING
PERSONAL
SPONSOR
NAME HERE

PRESENTING
EVENT
SPONSOR
NAME HERE

EVENT TITLE



ALL OTHER SPONSORS ARRANGED BY LEVEL HERE

“I was absolutely distraught when I first learned I was HIV-positive. The counselors and other group members at Legacy helped me learn how to take care of myself – emotionally and physically.”


–*Counseling Center Client*

“Legacy loved me back to life.”

–*Founders Cottage Client*



DONATE TODAY
legacycares.org/giving/donate

 @LegacyCounseling
 @LegacyCounselingCenter
 @LegacyDallas

#LegacyCares | #LegacysAngels | #LeaveYourLegacy

Counseling & Founders Cottage: **LegacyCares.org**
Grace Project: **LegacyGraceProject.org**
Homebase for Housing: **HomebaseforHousing.org**

Counseling & Housing: **214.520.6308**
Cottage: **214.941.7373**
Crisis Line: **214-207-3953**

Executive Director:
Melissa Grove | Melissa@LegacyCounseling.org

Associate Executive Director:
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Board Chair:
Shannon Mitchell-Percell | shannon.mitchellpercell@legacyboard.org

Event Coordinator:
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