

OPPORTUNITY COUNCIL

COMMUNITY BUILDERS NETWORK

2026 BUSINESS PARTNERSHIP GUIDE



opportunity
council

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“When we come together as neighbors, we build something that lasts. Thank you for standing with us to make opportunity possible for everyone.”

— Greg Winter, Executive Director

REAL HELP FOR REAL PEOPLE

the power of community action

For more than 60 years, Opportunity Council has been making a real difference in the lives of individuals, families, and communities throughout Northwest Washington.

From addressing immediate and crisis-oriented needs like food, emergency shelter, and homeless-prevention help, to longer-term programs that promote self-sufficiency, sustainability, and health in our community, we have a rich history of fighting poverty and changing lives.

Our programs create real change for real people by creating community infrastructure and the guardrails we all count on when things get rough. When your business joins us, you're not just partnering on an event—you're helping build a stronger community.

It's not abstract, it's local impact with lasting change.

Interested in learning more? Reach out to Samantha Zee
samantha_zee@oppco.org | (360) 821-7476



HOW WE HELP



Housing & Homelessness



Children & Families



Job Skills & Financial
Well-Being



Basic Needs



Individual &
Community Health

WHY PARTNERSHIP MATTERS

stronger together

Every Opportunity Council partner plays a role in building community infrastructure—the systems that help our neighbors live, work, and grow with dignity. These partnerships aren't just about donations. They're about collaboration, visibility, and leadership.

COMMUNITY BUILDERS NETWORK

When you join as a Community Builder, your organization shows community leadership by investing locally in proven programs, connects with people and partners who share your values, and builds goodwill and visibility through year-round recognition.

IN-KIND GIVING

In-kind giving offers a way to give back by leveraging your company's strengths and assets for good. Non-monetary donations of products, goods, or services help bolster our capacity and make a tangible difference in the lives of those we serve.



EVENT SPONSORSHIPS

Events allow business sponsors to reach a targeted audience at Opportunity Council signature events. Recognition includes event programs and signage, online recognition and more.

PARTNER HOSTED EVENTS

Your unique business is fueled by loyal customers and employees proud to support your organization. Put those strengths to work by organizing a fundraising event — like a pint night, benefit concert, or supply drive — to support the communities of NW Washington.

BUILD OPPORTUNITY YEAR ROUND

Sustained impact across Northwest Washington.

When your business joins us as a Community Builder, you align with a mission that's visible in every corner of the community. With more than 450 employees, a deep network of volunteers and donors, and recognition across local and regional media, Opportunity Council is one of the most established and active nonprofit organizations in our region.

As a Community Builder, your business is recognized all year long—at events, in publications, online, and through our partner networks. From your logo on event signage and newsletters to spotlight stories, leadership connections, and visibility in public communications, your brand becomes part of a trusted community story: one of neighbors helping neighbors.

Partnership means presence. Every mention, every event, every connection reflects your company's commitment to the community we share.

OUR NETWORK, YOUR REACH

60+ years of serving NW
Washington

450+ employees across
Whatcom, Island, Skagit,
Snohomish, and San Juan
counties

14,000+ newsletter subscribers

7,000+ social media followers



Foundation Partner \$40,000

- Opportunity to address attendees at one OppCo event
- 50% discount on event sponsorships
- Company highlighted in a feature story shared on Opportunity Council Home Page and promoted through print, digital, and online channels to diverse audiences
- Photo opportunity for your company leadership to present a check benefitting Opportunity Council
- Leadership Deep Dive: have OppCo Executive Director (and/or other agency leaders) visit your team to discuss or present community impacts of OppCo programs. Potential topics include:
 - Childcare access
 - Affordable housing and homelessness
- Prominent listing of name and logo on all OC event platforms for 12 months. Including:
 - Event Signage
 - Event Webpages (includes your website link)
 - Pre- and post-event communications
 - 2 pre-and post- social media shoutouts
 - Digital announcements
- Your company will be featured on the Opportunity Council How to Help webpage
- Your linked logo included on the Opportunity Council How to Help page
- An engraved plaque to demonstrate your community commitment to your clients and team
- Your company name will be listed in all editions of the Opportunity Council newsletter and listed on the How to Help web page for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization (only in accordance with agency guidelines)

Framework Partner \$25,000

- 25% discount on additional event sponsorships
- Leadership Deep Dive: have OppCo Executive Director (and/or other agency leaders) visit your team to discuss or present community impacts of OppCo programs.
- Prominent listing of name and logo on all OppCo event platforms for 12 months. Including:
 - Event Signage
 - Event Webpages (includes website link)
 - Pre- and post-event communications
 - 2 pre-and post- social media shoutouts
 - Digital announcements
- Your company will be featured on the Opportunity Council How to Help webpage
- Your linked logo included on the Opportunity Council How to Help page
- An engraved plaque to demonstrate your community commitment to your clients and team
- Your company name will be listed in all editions of the Opportunity Council newsletter and listed on the How to Help web page for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization (only in accordance with agency guidelines)

Choose either:

- Photo opportunity for your company leadership to present a check benefitting Opportunity Council
- Company highlighted in a feature story on shared on Opportunity Council Home Page and promoted through appropriate Opportunity Council social media channels

Keystone Partner \$15,000

- 10% discount on additional event sponsorships
- Prominent listing of name and logo on all OppCo event platforms for 12 months. Including:
 - Event Signage
 - Event Webpages (includes website link)
 - Pre- and post-event communications
 - 2 pre-and post- social media shoutouts
 - Digital announcements
- Your company will be featured in an article on the Opportunity Council How to Help webpage
- Your logo included on all Opportunity Council event materials and included on the Opportunity Council How to Help page
- An engraved plaque to demonstrate your community commitment to your clients and team
- Your company name will be listed in all editions of the Opportunity Council newsletter and listed on the How to Help web page for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization (only in accordance with agency guidelines)

Choose either:

- Photo opportunity for your company leadership to present a check benefitting Opportunity Council
- Leadership Deep Dive: have OppCo Executive Director (and/or other agency leaders) visit your team to discuss or present community impacts of OppCo programs. Potential topics include:
 - Childcare access
 - Affordable housing and homelessness

Pillar Partner \$10,000

- Name and logo listed on all OppCo event platforms for 12 months. Including:
 - Event Signage
 - Event Webpages (includes website link)
 - Pre- and post-event communications
 - 2 pre-and post- social media shoutouts
 - Digital announcements
- An engraved plaque to demonstrate your community commitment to your clients and team
- Your company name will be listed in all editions of the Opportunity Council newsletter and listed on the How to Help web page for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization (only in accordance with agency guidelines)

Choose either:

- Your company will be featured in an article on the Opportunity Council How to Help webpage
- Leadership Deep Dive: have OppCo Executive Director (and/or other agency leaders) visit your team to discuss or present community impacts of OppCo programs. Potential topics include:
 - Childcare access
 - Affordable housing and homelessness

Pathway Partner \$5,000

- An engraved plaque to demonstrate your community commitment to your clients and team
- Your company name listed in all editions of the Opportunity Council newsletter and listed on the How to Help web page for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization (only in accordance with agency guidelines)

Choose either:

- Your company will be featured in an article on the Opportunity Council How to Help webpage
- Name and logo listed on all OppCo event platforms for 12 months. Including:
 - Event Signage
 - Event Webpages (includes website link)
 - Pre- and post-event communications
 - 2 pre-and post- social media shoutouts
 - Digital announcements

Interested in Different Partnership Levels?

Check out Event Partnerships on pages 11-13 or contact Samantha Zee, Development Specialist samantha_zee@oppco.org; (360) 821-7476

COMMUNITY BUILDER BENEFITS	Foundation \$40,000	Framework \$25,000	Keystone \$15,000	Pillar \$10,000	Pathway \$5,000
Use of Opportunity Council Name & Logo Use of Opportunity Council's name and logo as a beneficiary organization (must be used in accordance with agency guidelines and subject to approval).					
Newsletter & Web Listing Have your company name featured on the Opportunity Council How to Help website and in all editions of Opportunity Council newsletters.					
Recognition Plaque A specially engraved plaque to demonstrate your community commitment to your clients and team					
Logo Benefits Your logo will be included on all OppCo event materials and included on the OppCo Community Builders Webpage.					
Event Recognition* Have your company represented on signage, webpages, and digital announcements for all Opportunity Council Events.					
Opportunity Partners Feature* Opportunity for your company to be featured on the Opportunity Council How to Help webpage					
Deep Dive with OC Leadership* Opportunity Council's Executive Director will visit your office and host a presentation about an issue or topic					
Check presentation & photo opportunity* Opportunity for your company to present a check benefitting Opportunity Council and have a photo taken					
Featured story & social media posts* We will feature your company via a featured story on oppco.org and promote it through our social media channels.					
Opportunity to address event attendees* Opportunity to address attendees at one Opportunity Council signature event.					

*Half-filled boxes indicate choice between options at this level

EVENT SPONSORSHIPS

Visibility with Purpose

Event sponsorships go beyond brand placement — they create meaningful touchpoints for businesses to connect with target audiences and showcase social responsibility. Whether the priority is increasing brand awareness, building customer loyalty, or cultivating new partnerships, event sponsorships provide a dynamic platform to achieve these goals.

Community events connect people and spark generosity. Event Partners are recognized through signage, digital promotions, and storytelling that celebrates their contributions. By supporting Opportunity Council events, businesses not only amplify their presence but also align themselves with work that creates lasting, positive change across the community.

Interested in partnering? Reach out to Samantha Zee
samantha_zee@oppco.org | (360) 821-7476

ANNUAL EVENTS

Established gatherings that take place each year that foster tradition and community. Annual Opportunity Council events provide sponsors with consistent visibility, community connection, and demonstrate ongoing community investment.

SPECIAL EVENTS

Unique, one-time, or momentous occasions, such as anniversaries, ribbon cuttings, and ground breakings. Special events provide sponsors with fresh visibility, meaningful connections, and the chance to advance community impact.



EVENT CALENDAR

These events anchor our year, but there's room for more! Reach out to Samantha Zee to get the conversation started.

DINE OUT FOR MAPLE ALLEY INN

One of Whatcom County's longest-running community fundraising events, Dine Out for Maple Alley Inn is a week-long celebration to support local restaurants, strengthen the community, and help end local hunger.

- **Expected Participation:** 1,000+
- **Timing:** mid-May

EAST WHATCOM WELLNESS FAIR

The annual Catherine Mahaffey East Whatcom Wellness Fair is a community celebration of health and wellness. The event honors Catherine Mahaffey's legacy by continuing to invest in the health of the East Whatcom community.

- **Expected Participation:** 200+
- **Timing:** mid-May

STAND DOWN

Whatcom and Island County Stand Down events are places for veterans experiencing homelessness to access supplies, resources, and connection to the community who stands with them.

- **Expected Participation:** 100+
- **Timing:** early summer

BACK 2 BASICS

Back2Basics is a month long campaign that helps to ensure that every family in Whatcom and Island counties have what they need to thrive for the new school year. By investing in families, we invest in the future wellbeing of the community.

- **Expected Participation:** 1,000+
- **Timing:** July to August

TRICK OR TREAT FAIR

Each fall, the East Whatcom Regional Resource Center hosts a fun, family-friendly Trick Or Treat Fair to connect families with resources and support.

- **Expected Participation:** 200+
- **Timing:** late-October

EVENT PARTNER LEVELS

Champion \$3,000

- Name included in Cascade Radio promotions
 - Prominent Listing of name and logo on:
 - Event Poster distributed to strategic community locations
 - Event Webpages
 - All pre- and post-event communications
 - All digital communications include web links
 - Print Media Acknowledgements
 - 2 social media shout-outs across all Opportunity Council agency social media platforms (pre & post event)
 - Name listing in both print and electronic newsletters
-

Builder \$2,500

- Prominent listing of name and logo on:
 - Event Poster distributed to strategic community locations
 - Event Webpages
 - All pre- and post-event communications
 - All digital communications include web links
 - Print Media Acknowledgements
 - 2 social media shout-outs across all Opportunity Council agency social media platforms (pre & post event)
 - Name listing in both print and electronic newsletters
-

Helping Hand \$1,000

- Prominent listing of name and logo on:
 - Event Poster distributed to strategic community locations
 - Event Webpages
 - All pre- and post-event communications
 - 1 social media shout-outs on Opportunity Council Facebook Page platforms
 - Name listing in both print and electronic newsletters
-

Neighbor \$500

- Listing of name on:
 - Event Poster distributed to strategic community locations
 - Event Webpages
 - All pre- and post-event communications
 - Name listing in both print and electronic newsletters
-

MORE WAYS TO PARTNER

Whether you're looking to magnify your brand, engage your employees, connect with potential new clients, partnering with Opportunity Council will help you meet your business goals while building a stronger community. Business Partners are recognized through our publications, digital and social media channels, but we would be delighted to tailor a recognition package just for your organization.



IN-KIND GIVING

In-kind giving offers a way to give back by leveraging your company's strengths and assets. Non-monetary donations of products, goods, or services help bolster our capacity and make a tangible difference in the lives of those we serve.

TEAM VOLUNTEERING

Employee volunteerism is a powerful way to engage your team while helping neighbors. Group volunteer days and skill-based projects strengthen team connection, boost morale, and directly support our mission. Your staff's time and talents help expand our reach and make a meaningful impact for neighbors in need.

EMPLOYER MATCHED GIFTS

When employees make personal donations, employers can match their contributions to amplify results and strengthen community investment. These programs foster a culture of giving within the workplace and ensure that every dollar goes even further to support those we serve.

DRIVES AND CHALLENGES

Fun and impactful ways to rally your workplace to give back. Set a goal, spark some friendly competition, and make a lasting difference through generosity and teamwork.

FEELING INSPIRED?

The possibilities are endless —
let's build a partnership package that achieves your vision.

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