OPPORTUNITY COUNCIL

BUSINESS PARTNERSHIP GUIDE

2027



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Opportunity is not created in a vacuum—
it takes each one of us to build a community where health and success is possible for everyone.

REAL HELP FOR REAL PEOPLE

THE POWER OF COMMUNITY ACTION

For more than 60 years, Opportunity Council has been making a difference in the lives of individuals, families, and communities throughout Northwest Washington. Our mission is to help people improve their lives through education, support, and direct assistance while advocating for just and equitable communities. Part of a national network of Community Action Agencies, we are dedicated to helping people help each other and themselves—building a community where everyone has the chance to thrive and contribute.

Our programs create real change for real people by building the community infrastructure, foundation, and guardrails that we all depend on. Opportunity Council's programs were built to foster long-term growth while addressing immediate needs like shelter, warmth, and safety. By responding to each unique circumstance, we help individuals and families find the services that fit them best and ultimately a path toward stability and lasting wellbeing.

When we come together, we build real change that lasts, making opportunity possible for everyone.

OUR NETWORK, YOUR REACH

60+ years of serving NW Washington

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

14,000+ newsletter subscribers

8,000+ social media followers





HOW WE HELP

- Housing & Homelessness
- Children & Families
- Job Skills & Financial Wellbeing
- Basic Needs
- Individual & Community Health

WHY PARTNERSHIP MATTERS

BUILD OPPORTUNITY YEAR ROUND

When your business joins us, you're not just making a donation or partnering on an event, you're helping build a stronger community. Every Opportunity Council partner plays a part in building community infrastructure and the systems that help our neighbors live, work, and grow with dignity.

Opportunity Council is one of the most established and active nonprofit organizations in our region with more than 400 employees, a deep network of volunteers and donors, and recognition across local and regional media. These partnerships aren't just about donations, they're about collaboration, visibility, and leadership.

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

When you become an Opportunity Builder, you'll have a constant impact on people, supporting countless individuals and families all year long. Your contribution reinforces vital services that meet people where they are and provide a path forward, to set the foundation for a stronger community.

OPPORTUNITY BUILDER SPONSORSHIP TIERS

Foundation Partner, $40,000
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Framework Partner, $25,000
page 5
Keystone Partner, $15,000
page 5
Pillar Partner, $10,000
page 6
Pathway Partner, $5,000
page 6



GIVING LED BY YOU

Your unique business is fueled by loyal customers and employees proud to support your organization. Put those strengths to work by hosting an event for your crew like a day of service, charity pint night, or benefit concert. Support the communities of NW Washington while engaging with the folks who know you best.
Read more on page 10.

EVENT SPONSORSHIPS

Reach a targeted audience by sponsoring a signature Opportunity Council event. Recognition includes event programs and signage, online recognition and more.
Read more on pages 8 & 9.

Foundation Partner *$40,000*

- Your 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
- Prominent listing of your company's name and logo on all OppCo 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
  - Event announcements
- An engraved plaque to demonstrate your community commitment to your clients and team
  - Photo opportunity of plaque being presented by Opportunity Council leadership
- Your linked logo included on the Opportunity Council How to Help page for 12 months
- Your company logo included in all editions of the Opportunity Council newsletter for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization; in accordance with OppCo brand guidelines



Framework Partner
$25,000

- 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
- Prominent listing of your company's 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
  - Event announcements
- An engraved plaque to demonstrate your community commitment to your clients and team
  - Photo opportunity of plaque being presented by Opportunity Council leadership
- Your linked logo included on the Opportunity Council How to Help page for 12 months
- Your company logo listed in all editions of the Opportunity Council newsletter for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization; in accordance with OppCo brand guidelines

Keystone Partner
$15,000

- Photo opportunity for your company leadership to present a check benefitting Opportunity Council
- Prominent listing of your company's 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
  - Event announcements
- An engraved plaque to demonstrate your community commitment to your clients and team
  - Photo opportunity of plaque being presented by Opportunity Council leadership
- Your logo included on the Opportunity Council's How to Help page for 12 months
- Your company logo listed in all editions of the Opportunity Council newsletter for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization; in accordance with OppCo brand guidelines

Pillar Partner
$10,000

- Name and logo listed on one OppCo event, including:
  - Event signage
  - Event webpages (includes website link)
  - Pre- and post-event communications
  - 2 pre-and post social media shoutouts
  - Event announcements
- 50% discount on additional event sponsorships
- Photo opportunity for your company leadership to present a check benefitting Opportunity Council
- An engraved plaque to demonstrate your community commitment to your clients and team
  - Photo opportunity of plaque being presented by Opportunity Council leadership
- Your company logo included on the Opportunity Council's How to Help page for 12 months
- Your company name listed in all editions of the Opportunity Council newsletter for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization; in accordance with OppCo brand guidelines

Pathway Partner
$5,000

- An engraved plaque to demonstrate your community commitment to your clients and team
  - Photo opportunity of plaque being presented by Opportunity Council leadership
- 25% discount on additional event sponsorships for additional brand visibility
- Your company name included on the Opportunity Council's How to Help page for 12 months
- Your company name listed in all editions of the Opportunity Council newsletter for 12 months
- Permission to use the Opportunity Council name and logo as a beneficiary organization; in accordance with OppCo brand guidelines

OPPORTUNITY BUILDER BENEFITS	Foundation $40,000	Framework $25,000	Keystone $15,000	Pillar $10,000	Pathway $5,000
Use of Opportunity Council Name & Logo Permission to use the Opportunity Council name and logo as a beneficiary organization; in accordance with OppCo brand guidelines.	■	■	■	■	■
Newsletter Have your company featured in all editions of Opportunity Council newsletters.	■	■	■	■	■
Web Listing Have your company featured on the Opportunity Council How to Help website.	■	■	■	■	■
Recognition Plaque A specially engraved plaque to demonstrate your community commitment to your clients and team.	■	■	■	■	■
Event Recognition Have your company represented on signage, webpages, and digital announcements for all Opportunity Council Events.	■	■	■	◢	◢
Check Presentation & Photo Opportunity Opportunity for your company to present a check benefitting Opportunity Council and have a photo taken.	■	■	■		
Deep Dive with OC Leadership Have Opportunity Council's Executive Director and/or senior leaders host a presentation about current topics and the impact of OppCo programs.	■	■			
Featured Story We will feature your company via a featured story on oppco.org and promote it through our social media channels.	■				

*Half box indicates that additional company visibility is available through discounted event sponsorships.

Interested in Different Partnership Levels?
Check out Event Partnerships on pages 8 & 9 or
contact Samantha Zee, Development Coordinator
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EVENT SPONSORSHIPS



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.

ANNUAL EVENTS FUELED BY PURPOSE

DINE OUT FOR MAPLE ALLEY INN

Dine Out for Maple Alley Inn is one of Whatcom County's longest-running community fundraising events. The week-long celebration collaborates with local restaurants, diners, and businesses to feed our neighbors in need all year long. Stand with us in our fight to end local hunger and be there for every meal.

- **Est Community Reach:** 3,000+
- **Timing:** Spring

EAST WHATCOM HEALTH FAIR

The East Whatcom Health Fair is a community led event that brings much needed wellness services to East Whatcom County. The event has rooted itself as a major resource for countless families as numerous organizations come together to meet community needs. Support for the health fair is direct investment in the health and wellbeing of the East Whatcom community.

- **Est Community Reach:** 2,000+
- **Timing:** Spring

STAND DOWN

Stand Down brings together local resources, services, and connection to support Veterans and their families in Whatcom and Island counties. Made possible through collaboration with other Veteran centered organizations, this event has become a tradition that reminds those who served that their community still stands with them.

- **Est Community Reach:** 500+
- **Timing:** Summer

BACK2BASICS

Back2Basics is not your average back to school supply drive. In the months of July and August, we bring the community together to make sure every family has the essentials to thrive in the new school year. This goes beyond pencils; it's hundreds of toothbrushes, deodorants, laundry detergents, and so much more. Invest in the future wellbeing of the community by guaranteeing kids have the basics they'll need for tomorrow.

- **Est Community Reach:** 5,000+
- **Timing:** Summer

EVENT SPONSORSHIP LEVELS

Champion $5,000

- Prominent listing of name and logo on:
  - Event poster distributed to strategic community locations
  - Event webpages
  - 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)
- Your company logo listed in OppCo newsletters

Builder $3,000

- Prominent listing of name and logo on:
  - Event poster distributed to strategic community locations
  - Event webpages
  - Pre- and post-event communications
  - Print Media Acknowledgements
- 2 social media shout-outs across Opportunity Council's social media platforms
- Your company logo listed in OppCo newsletters

Helping Hand $1,000

- Prominent listing of name and logo on:
  - Event Poster distributed to strategic community locations
  - Event Webpages
  - Pre- and post-event communications
- 1 social media shout-out on Opportunity Council Facebook Page
- Your company name listed in an OppCo newsletter

Neighbor $500

- Listing of name on:
  - Event Poster distributed to strategic community locations
  - Event Webpages
  - Pre- and post-event communications
- Your company name listed in an OppCo newsletter

GIVING LED BY YOU

Whether you're looking to magnify your brand, engage your employees or 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.

DRIVES & 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. You can also partner with us to host a community event, like a pint night, bingo or trivia competition.



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.



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.

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.



FEELING INSPIRED?

The possibilities are endless.
Let's build something meaningful together.

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