

# Niagara Life Centre

## BUSINESS SPONSORSHIP PROGRAM

Community based, community minded, community driven... we love partnering with our community to bring about good for our Niagara Region.



## ABOUT NLC

NLC is a vibrant, community focused organization that provides low-fee counselling services to Niagara families and individuals in need.

We offer a broad spectrum of counselling and group therapy programs, including but not limited to:

- Abuse
- Addictions
- Anger
- Anxiety
- Codependency
- Depression
- Eating Disorder
- Financial Management
- Grief & Loss
- Groups
- Marriage & Couples
- Post Abortion Trauma
- Pregnancy Support
- Relationships
- Self-Esteem
- Spiritual Needs
- Trauma
- And more!

For more information or to join our Business Sponsorship Program, please contact:

Sue Sokol

[sue@niagaralifecentre.ca](mailto:sue@niagaralifecentre.ca)

905-934-0021

NLC Charitable Registration # 13872-4463 RR001

## GROWTH FOR YOUR BUSINESS MEANS EMOTIONAL GROWTH FOR OUR COMMUNITY!

As a not-for-profit organization, Niagara Life Centre (NLC) is financially sustained through private donors, churches, ongoing fundraising efforts, and businesses like yours. One hundred percent of our donations are used for programming and group services, unless otherwise specified.

When you choose to become a Business Sponsor through funding or services-in-kind, we have a promotional plan for you! You will reach diverse audiences of thousands in Niagara who believe in the work of NLC.

We are a well-respected and vibrant Christian organization. We welcome everyone in need of counselling regardless of race, religion, sexual orientation, age, or financial background. Motivated by Jesus Christ's love for everyone, we work to ensure that individuals and families get the help they deserve in order to live happy, productive lives.

*Niagara Life Centre is impacting the community in exciting ways! In 2022 staff and supporters gathered to develop a new 5-year Strategic Growth Plan for the ministry, **Vision 2026**. We are excited for this next phase of growth for NLC as we have seen dramatic improvement in client accessibility since our move to 65 Lakeshore Road. We now have the opportunity to increase counselling hours, launch a new crisis hotline, and open our newly renovated community kitchen space for a variety of programs, group counselling sessions, and opportunities for support and connection. As we begin our next 5 year plan we continue to stretch towards our goal of serving children, individuals, and families through both individual and group counselling.*

**Please consider partnering with us so that together we can continue to offer help, hope, and healing to our community!**

# Grow your business through our Sponsorship Program while helping those in need in our community

NLC is pleased to offer you an exciting opportunity to promote your business with a full-year promotional plan. The many benefits & rewards your business will receive are determined by your choice of sponsorship level below.

Benefit	DIAMOND \$15,000	EMERALD \$10,000	SAPPHIRE \$7,500	RUBY \$5,000	PEARL \$2,000	AMETHYST \$1000	OPAL \$500
Logo and Link on Website	YES	YES	YES	YES	YES	YES	YES
NLC Newsletter Listing (3 per year)	YES	YES	YES	YES	YES	YES	YES
PowerPoint Promotion at Banquet	YES	YES	YES	YES	YES	YES	YES
Logo on Event Brochures	YES	YES	YES	YES	YES	YES	---
Social Media Recognition	YES	YES	YES	YES	YES	YES	---
NLC E-News Business Feature	YES	YES	YES	YES	YES	---	---
Radio Recognition	YES	YES	YES	YES	--	--	--
Title Sponsor for Key Event	YES	YES	YES	---	---	---	---
NLC Signboard Recognition	YES	YES	---	---	---	---	---
% off counselling services	30%	25%	20%	15%	10%	10%	--

\*Discount will be applied to individual, couples, and family counselling services. Group programs excluded from sponsorship package

## In-Kind Services:

Benefits and rewards for in-kind partnerships will be equivalent to the value of your services rendered to NLC. Additional details can be provided upon request.

# NLC Fundraising Events

As a not-for-profit organization, Niagara Life Centre (NLC) is financially sustained through private donors, churches, donations from ongoing fundraising efforts and businesses. Funds raised through these efforts goes directly to programming and group services, unless otherwise specified.



*Annual Walk and Run*

## Annual Walk & Run Fundraiser

*In support of mental health + counselling services in Niagara!*



This event is held in April each year. It's a fun-filled family event consisting of a 1km & 5K Walk-a-thon, 1K & 5K timed runs, fun activities and a community lunch. Prizes (often donated by businesses throughout Niagara) are awarded to top runners and for top pledges collected. **Promotions for this event reach well over 10,000 people in Niagara through our Spring Newsletter, brochures, posters, social media, advertising on our website, and radio broadcasting.**



**CHANGE  
IS GOOD!**  
COIN CAMPAIGN



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### "Change is Good" Coin Campaign

Our Annual Coin Campaign kicks off on Mother's Day and runs till Father's Day every Spring. In 2020 we launched our Virtual Coin Campaign that gives you the option of giving on-line through our "Virtual Hope Canister" as well as with our traditional coin canisters. Coin canisters and posters are distributed to churches, businesses, families and individuals in St. Catharines and surrounding areas. **Promotions for this event reach well over 10,000 people in Niagara through our Spring Newsletter, posters, social media, radio broadcasting, and your logo prominently displayed on our campaign webpage.**



### Annual Fundraising Banquet & Silent Auction

Every Fall our Annual Fundraising Banquet & Silent Auction highlights the powerful testimonies of our clients and the changes they've experienced through the work of NLC. The evening includes a delicious meal, testimonies, silent auction, great fellowship, and an update on how this ministry is impacting our community. There are opportunities to host, sponsor-a-table or join us as a guest. **Promotions include personalized letters, event listings, print and radio media, social media, church promotions, direct mailings, and a feature in our Fall newsletter that reaches over 5,000 NLC donors & supporters.**

# Business Sponsorship Payment Options

## **Cheque**

made out to 'Niagara Life Centre'  
Mail or drop off to 65 Lakeshore Rd, St Catharines, ON, L2N 2T3

## **E-Transfer**

to admin@niagaralifecentre.ca  
Please write your company name and 'Business Sponsorship' in the memo line

## **Credit Card**

***Please Note: The credit card used must be a business credit card with the business name on it.***

We cannot accept a personal credit card for a business sponsorship payment.  
Depending on your transaction limits, credit card payments can be made over the phone (905 934 0021) or in person at 65 Lakeshore Rd, St Catharines, ON, L2N 2T3

**Business Sponsorship payments are NOT accepted online through our Canada Helps portal.**

If you would like to arrange another method of payment for your Business Sponsorship, please contact our main office @ **905 934 0021**.

**Business Sponsorship payments are NOT eligible for a tax deductible donation receipt.**

## **Tax-Deductible Donation Option**

If you decide that our Business Sponsorship Program is not the right fit for your company, that's okay!  
We accept charitable donations from individuals and businesses alike who wish to support our work throughout Niagara!

Official receipts for income tax purposes will be issued once per year for donations over \$20.00 to donors who do not participate in our Business Sponsorship Program. Marketing and promotional rewards do not apply to the amount given in the form of a charitable donation.

Charitable donations can be given in the following ways:

- Credit Card Online. Please visit: [www.niagaralifecentre.ca/donate](http://www.niagaralifecentre.ca/donate)
- E-transfer sent to: admin@niagaralifecentre.ca with your name, address and "Donation" indicated in the memo line
- Credit/Debit in person or over the phone (905 934 0021)
- Cash/Cheque made out to, 'Niagara Life Centre' (65 Lakeshore Rd, St Catharines, ON, L2E 6S5)

*Please note, it is not advisable to mail cash donations.*

**If you have questions regarding tax deductible charitable donations, please call our office at 905-934-0021.**

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### SPONSORSHIP LEVELS:

- ☐ **DIAMOND \$15,000.00**
- ☐ **EMERALD \$10,000.00**
- ☐ **SAPPHIRE \$7,500.00**
- ☐ **RUBY \$5,000.00**
- ☐ **PEARL \$2,000.00**
- ☐ **AMETHYST \$1,000.00**
- ☐ **OPAL \$500.00**
- ☐ **IN KIND SERVICES**

### DONATION TYPE:

- ☐ **CASH**
- ☐ **CHEQUE** Made payable to: **Niagara Life Centre**
- ☐ **CREDIT CARD**
  - ☐ **VISA**
  - ☐ **MASTERCARD**

Card Number:

Expiry Date:

CVV #

Cardholder Name:

Cardholder Signature:

**Thank you partnering with us!**  
**Your donations make a significant impact.**

### GROWTH FOR YOUR BUSINESS MEANS EMOTIONAL GROWTH FOR OUR COMMUNITY!

Company Name:

Address:

City:

Province:

Postal Code:

Contact Name:

Phone Number:

Email Address:

NLC Charitable Registration # 13872-4463 RR001

### - Office Use Only -

Start Date:

Renewal Date:

Authorized By:

Notes: