

2026 SPONSORSHIP OPPORTUNITIES



Event Name: GIVE Roanoke Community Day of Giving

Event Date: April 22, 2026

Event Location: www.giveroanoke.org

About GIVE Roanoke

GIVE Roanoke is a community-wide day of giving that mobilizes donors, nonprofits, and local partners to strengthen our region. Through a 24-hour online giving campaign, GIVE Roanoke amplifies the impact of local nonprofits by increasing visibility, encouraging new donors, and inspiring collective generosity. Since its launch, GIVE Roanoke has helped raise critical funds and awareness for organizations addressing our community's most pressing needs—proving that when Roanoke gives together, we make a lasting difference.

Audience & Reach

GIVE Roanoke engages a broad and values-driven audience of local donors, nonprofit supporters, business leaders, and community advocates. Through a coordinated digital campaign—including email marketing, social media, nonprofit partner outreach, and local media—GIVE Roanoke reaches thousands of individuals across the Roanoke Valley. Sponsors gain meaningful visibility among a highly engaged, community-minded audience while demonstrating their commitment to local impact.

Why Sponsor?

Sponsoring GIVE Roanoke is an opportunity to make a meaningful investment in the Roanoke Valley while elevating your organization's visibility and community leadership. Sponsors align their brand with local impact, connect with a highly engaged and values-driven audience, and demonstrate a commitment to strengthening the nonprofits that serve our region. Your support helps inspire generosity, amplify giving, and create lasting community change.

Sponsorship Packages

Platinum Sponsor:

\$5000- 1 Available

- Prize sponsorship - Tier 1 prize named after your business
- Logo, company name, and website link on the GIVE Roanoke website and social media platforms
- Prime logo placement on targeted social media (paid) advertisements and emails
- Opportunity for Facebook live interview showcasing your business leading up to giving day

Gold Sponsor

\$1000 - 5 Available

- Tier 2 prize named after your business
- Logo, company name, and website link on the GIVE Roanoke website and social media platforms
- Logo placement on targeted social media (paid) advertisements and emails
- Opportunity for Facebook live interview showcasing your business leading up to giving day

Silver Sponsor

\$500

- Sponsorship goes towards the general prize pool for participating nonprofits
- Logo, company name, and website link on the GIVE Roanoke website, social media platforms, and emails

Bronze Sponsor

\$100 - \$499

- Sponsorship goes towards the general prize pool for participating nonprofits
- Logo, company name, and website link on the GIVE Roanoke website, social media platforms, and emails

In-Kind Sponsor

- Logo, company name, and website link on the GIVE Roanoke website, social media platforms, and emails

Media Partner

- Logo, company name, and website link on the GIVE Roanoke website, social media platforms, and emails

Contact & Next Steps



We would love to partner with you for the fourth annual GIVE Roanoke Community Day of Giving. Please reach out to discuss sponsorship opportunities in more detail or to customize a package to fit your goals.

Alison Jorgensen
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Council of Community Services
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Thank You for Your Consideration!