



# Southeastern Community Action Partnership

The Big Pop Up 2021  
Partnership Opportunities



Our Mission

"To improve and empower the  
lives of the people we serve."

[scapnc.org/BPU](https://scapnc.org/BPU)





# A Letter From The CEO

Southeastern Community Action Partnership serves over 3,500 individuals and families each year in our local communities to help eradicate the effects of poverty. We are excited to continue this work with The Big Pop Up event on Tuesday, November 9. This event opens to the public at 10:00 a.m. and will conclude at 2:00 p.m.

This special event provides much-needed household supplies, packaged foods, and other essential items to the many individuals and families in need. Our goal is to provide food and household supplies for 2,000 families.

We know that COVID-19 has presented additional challenges for many individuals and families and The Big Pop Up is our way of showing the community that it has our support.

We invite you to join our efforts to provide much-needed food and household supplies to the 105,650 people who live in poverty in our regions. Individuals and families from our seven-county service area will drive through at Robeson Community College where our staff, partners, and volunteers will help fill their vehicles. Additionally, we will offer COVID-19 testing, vaccination, and additional services such as job and housing support, and information about our early head start and head start programs.

We hope that you will consider supporting The Big Pop Up through sponsorship or financial donation, and/or donation of products, services, materials, and information that would be helpful for the individuals and families we serve.

We also invite you to consider volunteering your time on the day of the event or providing a volunteer team to support preparation functions leading up to the event. Accompanying this letter is information on our sponsorship levels for The Big Pop Up. If you're interested in partnering with us, please let us know at your earliest convenience.

With your support, we are confident that we can achieve our goal of continuing to serve North Carolina families during this crisis. Thank you again for your consideration of The Big Pop Up and we look forward to partnering with you.

Best Regards,

Dr. Ericka J. Whitaker





# About The Event

## The Big Pop-up

Southeastern Community Action Partnership serves over 3,500 individuals and families each year. We are excited to serve even more individuals and families during our first-ever Big Pop Up event! Our goal is to provide food and household supplies for 2,000 families. The Big Pop Up will be held at Robeson Community College on Tuesday, November 9 from 10 a.m. to 2 p.m. Southeastern, along with our many partners will provide much-needed household supplies, packaged foods, and other essential items to families in need.

### Why are we hosting a Big Pop Up event?

Southeastern Community Action Partnership along with North Carolina's other 34 community action agencies work to improve conditions for marginalized communities. We know the COVID-19 pandemic has presented additional challenges for many individuals and families. This event is our way of supporting our local communities by providing those essential items that individuals and families need.

### How can individuals and families participate?

Individuals and families from our seven-county service area will drive through at Robeson Community College where our staff, partners, and volunteers will help fill your vehicle or trunk. We will provide additional services such as COVID-19 testing, vaccination, and additional services such as job and housing support, and information about our early head start and head start programs.

### How can I help support The Big Pop Up?

The Big Pop Up is a collaborative effort of sponsors, partners, and volunteers – this event is designed to de-stigmatize the need to ask for a helping hand. We welcome the community's support. After all, we are able to accomplish more as a community when we support each other. You can support The Big Pop Up two ways:

### Sponsorship and In-Kind Donations:

We hope that you will consider supporting The Big Pop Up through sponsorship or financial donation, and/or donation of products, services, materials, and information that would be helpful for the individuals and families we serve.





# Partnership

## TITLE SPONSOR

\$20,000

Exclusive Sponsor of The Big Pop Up

- Inclusion in event press release
- Prominent onsite event signage at The Big Pop Up
- Verbal acknowledgment during Big Pop Up event
- Promotion on the SCAPNC website and event page
- Announcement on SCAPNC social media channels
- Announcement on NCCAA social media channels
- Logo on all branded materials
- Sponsorship announcement and blog on SCAPNC website
- Prominent event sponsor location
- Ad placement in NCCAA e-newsletter
- Email promotion in NCCAA event e-blasts
- Promotional, informational and marketing material giveaway opportunity
- Post-event acknowledgment on the SCAPNC
- Post-event acknowledgment on the SCAP website



# Partnership

\$15,000

Gold Partner

- Onsite event signage at The Big Pop Up
- Verbal acknowledgment during Big Pop Up event
- Promotion on the SCAPNC website and event page
- Announcement on SCAPNC social media channels
- Announcement on NCCAA social media channels
- Logo on all branded materials
- Event sponsor location
- Email promotion in NCCAA event e-blasts
- Promotional, informational and marketing material giveaway opportunity
- Post-event acknowledgment on the SCAPNC
- Post-event acknowledgment on the SCAP website



# Partnership

\$10,000

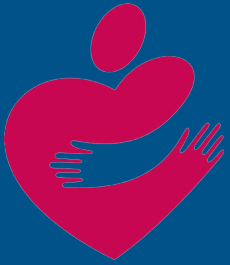
## Silver Partner

- Onsite event signage at The Big Pop Up
- Promotion on the SCAPNC website and event page
- Announcement on SCAPNC social media channels
- Logo on all branded materials
- Event sponsor location
- Promotional, informational and marketing material giveaway opportunity
- Post-event acknowledgment on the SCAPNC
- Post-event acknowledgment on the SCAP website

\$5,000

## Bronze Partner

- Promotion on the SCAPNC website event page
- Announcement on SCAPNC social media channels
- Logo on all branded materials
- Promotional, informational and marketing material giveaway opportunity
- Post-event acknowledgment on the SCAPNC website



# Partnership

## Friends Circle

Investment \$1,000 - \$5,000

- Promotion on the SCAPNC website event page
- Logo on all branded materials
- Promotional, informational and marketing material giveaway opportunity

## Supporting Neighbor

Investment \$100 - \$999

- Logo on the SCAPNC website event page
- Promotional, informational and marketing material giveaway opportunity

## In-Kind Donation

Announcement on SCAPNC social media channels