

# 2025 SPONSORSHIP OPPORTUNITIES

Lifeworks celebrates our 60th anniversary in 2025, with incredible impact and innovation over the years, and an endless commitment to advancing disability inclusion.

## Please join us!

Lifeworks invites you to invest in the change we are driving in partnership with people with disabilities - to create accessible, equitable, and diverse communities.

Sponsorships help Lifeworks build relationships and raise funds that ensure we can expand our reach and meet the ambitious goals of our mission.

Lifeworks is a 501(c)(3) nonprofit and an Equal Opportunity Employer. This information can be provided in an alternate format upon request.





# INCREASE YOUR REACH

**600+**

Attendees  
Annually

**5,500+**

Email Inboxes  
Reached

**5,300+**

Mailboxes  
Reached

**6.72%**

Social Media  
Engagement

Industry average = 2-5%

**6,100+**

Social Media  
Followers

**10,000+**

Visitors to  
Event Website

## ATTENDEE PROFILE

### INDUSTRIES:

- » Fortune 500 companies
- » Technology
- » Healthcare
- » Finance
- » Real estate
- » Legal
- » Locally owned companies

### TITLES:

- » Chief Executive Officer
- » Chief Operations Officer
- » President
- » Founder
- » Owner
- » Partner
- » Chief Human Resources Officer
- » Vice President of Diversity, Equity, and Inclusion
- » General Counsel

## SAVE THE DATE!

### 2025 Lifeworks Annual Celebration

Friday, May 9, 2025  
The Hilton Minneapolis



# YOUR SPONSORSHIP GIVES BACK

In 2024, nearly 700 attendees came together at the Lifeworks Annual Celebration to invest in disability inclusion. Sponsors and donors help Lifeworks fund our everyday core services and innovative approaches that help bring disability services and resources to underserved communities.

Lifeworks continues to advance disability inclusion by offering disability inclusion trainings to business, nonprofit, and government partners. Educating our community is critical as we aim to make Minnesota the most disability friendly state in the country.

In the coming months, Lifeworks will continue to deepen our relationships with rural and Black, Indigenous, people of color communities. We are building a community of practice to develop a disability inclusion assessment and technology solution for the benefit of all Minnesotans, and we are launching Lifeworks Centers for Disability Inclusion, creating a physical presence in target communities where our services are desperately needed.

**Support from sponsors helps Lifeworks continue to expand our reach and increase our impact. Your dollars help Lifeworks focus on our everyday, core services while also expanding our reach to ensure our communities are radically inclusive.**

## Impact by the numbers\*



**4,400**

individuals served by Lifeworks



**3,157,500**

hours of care provided



**\$15.12 per hour**

average starting wage for Lifeworks job seekers

**Up \$1.55 per hour**

from 2023

# SPONSOR BENEFITS

## Lifeworks 2025 Annual Sponsorship Opportunities

	PREMIER \$60,000	DIAMOND \$30,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Recognition on Annual Celebration event day materials	Logo	Logo	Logo	Name	Name
Recognition on Annual Celebration webpage and year-round on Lifeworks website	Linked logo	Linked logo	Logo	Name	Name
Included in 2025 Lifeworks Annual Report	Logo	Logo	Logo	Logo	Name
Sponsor toolkit to promote our partnership	●	●	●	●	●
Table seating for you and your guests at the Annual Celebration (10 seats per table)	5 tables	4 tables	3 tables	2 tables	1 table
Premier and reserved seating for you and your guests to Disability Inclusion Breakfast in Summer of 2025	10	8	6	4	2
Advertisement in Annual Celebration Program	2-page	1-page	Half-page	1/4-page	
Included on Annual Celebration Print and Digital Invitation*	Logo	Logo	Logo	Name	
Recognition on Disability Inclusion Breakfast event day materials	Logo	Logo			
60-minute virtual disability inclusion training for your organization	●	●			
Recognition on Annual Celebration Step & Repeat	Logo				
Opportunity for representative to provide remarks at Annual Celebration and Disability Inclusion Breakfast	●				
Recognition for underwriting 12 Disability Inclusion Trainings for community organizations	●				

\*If sponsorship is confirmed by January 17, 2025

# SPONSOR BENEFITS

## À la Carte Sponsorship Opportunities for the 2025 Annual Celebration

	ALL SILVER SPONSOR BENEFITS	ALL BRONZE SPONSOR BENEFITS	EXCLUSIVE LOGO PLACEMENT
Reception Sponsor: \$10,000	●		Cocktail napkins & reception signage
After Party Sponsor: \$10,000	●		After Party signage
Décor Sponsor: \$10,000	●		Table centerpieces on each dinner table
Production Sponsor: \$10,000	●		Stage signage
Dessert Sponsor: \$5,000		●	Dessert signage on each dinner table
Wine Sponsor: \$5,000 : <b>SOLD</b>		●	Tags on wine bottles at each dinner table
Valet Sponsor: \$5,000		●	Valet desk signage & valet tickets
Accessibility Sponsor: \$5,000 : <b>SOLD</b>		●	All directional signage
Sensory-Friendly Room Sponsor: \$5,000		●	Sensory-friendly room signage