



2026 CROSS Services Annual Sponsorship Opportunities

The Impact of Annual Sponsorships

Annual sponsorship is one of the most impactful ways to stand alongside CROSS Services in supporting neighbors facing food insecurity, housing instability, and unexpected hardship — while gaining consistent visibility throughout the year. By investing annually, sponsors deepen their alignment with CROSS Services, strengthen community impact across multiple events, and help ensure our programs remain stable, responsive, and accessible to those who need them most.

2026 Fundraising Events

CROSS Services' annual sponsorships support three cornerstone fundraising events that engage the community, raise critical funds, and advance our mission throughout the year:

- **Pickle with Purpose Pickleball Tournament**
April 25–26, 2026
 - **Empty Bowls: An Evening of Community and Connection Benefiting CROSS Services**
May 5, 2026
 - **Tailgate Tee-Off Golf Tournament**
September 21, 2026
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2026 Annual Sponsorship Opportunities

Annual sponsorships are designed for partners seeking broader visibility and deeper alignment with CROSS Services throughout the year.

Community Champion – \$15,000

- Presenting-level recognition at one event of the sponsor's choice
- Community-level recognition at the remaining two events
- Digital recognition across all three major events
- Year-round visibility as a key CROSS Services partner

Neighborhood Leader – \$10,000

- Community-level recognition at all three events
- Consistent visibility throughout the year
- Digital recognition connected to all three major events



Pickle with Purpose 2026 Event Sponsorship Opportunities

Pickle with Purpose is one of CROSS Services’ signature fundraising events and draws nearly 400 participants on site throughout the weekend. In addition, our online silent auction extends the event’s reach to more than 5,600 community supporters across our local area. Proceeds from this event support CROSS Services’ programs that help individuals and families access food, navigate life transitions, and build stability during times of need.

- Presenting Sponsor – \$7,500**
 Ideal for organizations seeking prominent visibility and leadership-level alignment with CROSS Services through one of our signature community fundraising events.
- Community Sponsor – \$5,000**
 Ideal for businesses looking to engage directly with participants while supporting the mission and programs of CROSS Services.
- Supporting Sponsor – \$2,500**
 Ideal for local businesses and organizations that want to demonstrate community support and connect their brand with CROSS Services’ work.
- Friend of CROSS Services – \$1,000**
 Ideal for small businesses and individuals who want to show visible support for CROSS Services and the neighbors we serve.

Event Recognition Overview

Benefit	Presenting \$7,500	Community \$5,000	Supporting \$2,500	Friend \$1,000
Event Naming Recognition	✓			
Two 2-person teams	✓	✓		
One 2-person team			✓	
Prominent event signage	✓			
Logo on event materials	✓	✓		
Name recognition on materials			✓	✓
Verbal recognition during program (as applicable)	✓	✓		
Digital recognition	✓	✓	✓	✓



What Digital Recognition Includes

- **Website:**
All sponsors at \$1,000 and above will be recognized on the associated event webpage as well as the sponsor section of the CROSS Services website as applicable
- **E-Newsletters:**
Presenting and Community sponsors will be included in at least one event-related e-newsletter. Annual sponsors will receive broader recognition throughout the year.
- **Social media:**
Sponsors will be recognized as part of event promotion and storytelling. Rather than guaranteeing a specific number of posts, recognition will remain flexible and authentic.

Pickle with Purpose draws nearly **400 players and spectators** across the two-day tournament, offering sponsors meaningful visibility and engagement with a broad, community-minded audience. To ensure full recognition, sponsor commitments and logos are requested by **April 1, 2026**.

For more information or to confirm sponsorship participation, please contact **Molly Smieja** at molly@crossservices.org