

THE WELL CDC'S 2026 SPONSORSHIP OPPORTUNITIES

CELEBRATING
10 YEARS
IN 2026!



2026 EVENTS OVERVIEW

Over the last nine years, The Well CDC has been investing into the Middlebury neighborhood through Restoring Housing, Creating Economy, and Placemaking initiatives. Our mission is to invest in people through the built environment and seek a holistic approach to address systemic issues.

Since our start in 2016, The Well CDC has:

- *Launched 6 core programs that support our holistic approach to community development*
- *Invested \$25.6 Million into the Middlebury neighborhood including*
 - *\$15.5 Million into construction & development*
 - *\$10.1 Million into holistic programming initiatives*
- *Own/activated over 80,000 sq. ft. of commercial space*
- *Grown to a staff team of 32 employees*
- *Purchased 110+ property units and have 100+ Housing tenants*
- *Launched Akron's first shared use commercial kitchen, supporting 100+ local food entrepreneurs*
- *Provide year-round programming at our neighborhood elementary school*
- *Support women in finding career-path jobs*

We want to continue that momentum in 2026 as we celebrate our **10 Year Anniversary** and need your support! By sponsoring an event hosted by The Well CDC, you are not just supporting our events, **but are investing in the present and future of the Middlebury neighborhood.** Your partnership helps local food businesses grow, supports women in finding career path jobs, and provides spaces of belonging and connectivity in our neighborhood all while aligning your brand with a trusted organization in Akron.

In 2025 we raised \$61,000 in Sponsorship and with your help in 2026 our goal is to raise \$100,000!

Our Sponsorship Opportunities Include

- **10 Year Anniversary Celebration** - Annual Fundraiser
- **Good Neighbor Events** (Put on by the neighborhood and for the neighborhood)
- **Meet the Maker** (Hosted by our Akron Food Works program)
- **Coffee & Career Development** (Hosted by our Career Development program)
- **Wrapping Night** (Hosted by our Akron Hope program)

Thank you for your consideration of these opportunities and for helping us deepen our impact. If you would like to sponsor or have questions about these opportunities please contact me directly at Jen@thewellakron.com

With Gratitude,

Jen Meade
Associate Director of Programming & Development
The Well CDC



THE WELL CDC
RESTORING CREATING SUPPORTING

10 YEAR CELEBRATION AND ANNUAL FUNDRAISER

*Join us in celebrating a decade of impact in Middlebury! Our **10 Year Anniversary Celebration** will honor our accomplishments, achievements, and the legacy we've created together. The event will include delicious food from **local food entrepreneurs**, networking, a live auction and paddle raise. The event venue is indoor/outdoor and we encourage summer business casual attire. There will be free valet available.*

Date: Thursday June 4, 2026

Location: The East End (1200 E. Market St.)

Expected Attendance: 300+

Sponsorship Deadline: May 14, 2026

VIP Happy Hour: 4:30pm - 5:30pm

Event Time: 5:30pm - 7:30pm

Decade of Impact - \$25,000 (Presenting Sponsor)

- Recognition as Presenting Sponsor with a public mention during presentation and VIP Cocktail Hour
- Mission-aligned visibility in a professionally produced video that includes a brief interview segment showcasing your organization as an active partner in The Well CDC's impact story
- 25 tickets to Annual Fundraiser, including access to the VIP Happy Hour experience
- Premier logo placement as the Presenting Sponsor on all collateral—video, social media graphics, event signage, printed materials, and promotional content
- Special logo placement at VIP entrance and bar

Decade Champion - \$10,000

- Public acknowledgement during presentation and VIP Cocktail Hour
- 15 tickets to Annual Fundraiser and access to VIP Happy Hour
- Full-size logo placement on all event signage, social media, website, and e-newsletter
- Special logo placement at VIP entrance and bar

Anniversary All Star - \$5,000

- Public acknowledgement at event
- 10 tickets to Annual Fundraiser and VIP Happy Hour
- Medium-format logo placement on all event signage, social media, website, and e-newsletter

Block Partner - \$2,500

- Public acknowledgement at event
- 8 tickets to Annual Fundraiser and access to VIP Happy Hour
- Small-format logo displayed on event signage, social media, website, and e-newsletter

Street Supporter - \$1,000

- Name or micro-logo included on website and event signage
- 4 tickets to Annual Fundraiser



AKRON FOOD WORKS MEET THE MAKER



By sponsoring this event, your dollars will directly support local food entrepreneurs in growing their business. This event provides 20+ food businesses the opportunity to showcase their food and build connections with attendees to grow their customer base.

Attendees will enjoy free food samples from 20+ Akron Food Works entrepreneurs, networking, music, and more! This is a free, un-ticketed event - Please register online. Learn more at thewellakron.com/akronfoodworks

Date: March 3, 2026

Location: The Well CDC (647 E. Market St).

Expected Attendance: 200+

Sponsorship Deadline: February 20, 2026

Time: 5:00pm - 7:00pm

(To be included in print materials)

Neighborhood Investor - \$5,000

- Large logo listed on event slideshow, event program, and all event signage
- Public mention at Meet the Maker
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Block Partner - \$2,500

- Logo on event slideshow, event program, and all event signage
- Public mention during event
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Street Supporter - \$1,000

- Logo in event slideshow, event program, and event signage
- Listed in Annual Report

Building Sponsor - \$500

- Logo on event slideshow and in E-Newsletter



MASON CLC'S BACK TO SCHOOL BASH



Our Annual Back to School Bash at Mason CLC brings together students, teachers, families, and the community to kick off the school year in Middlebury!

Sponsorship dollars help provide a meal, school supplies, yard signs, entertainment, and access to community resources for over 500 people. This event is for students and families attending Mason CLC.

Date: TBD

Location: Mason CLC (700 E. Exchange St.)

Expected Attendance: 500+

Sponsorship Deadline: August 10, 2026
(To be included in print materials)

Time: 3:00pm - 5:00pm

Community Sponsor - \$10,000

- Recognition as Presenting Sponsor
- Opportunity to have a resource table (for sponsors who are not currently engaged as a partner)
- Large logo on website for 6 months
- Logo on all event signage including flier, social media, welcome board, and E-Newsletter

Neighborhood Sponsor - \$5,000

- Opportunity to have a resource table (for sponsors who are not currently engaged as a partner)
- Logo on the website for 3 months
- Logo on all event signage including flier, social media, welcome board, and E-Newsletter

Block Sponsor - \$2,500

- Logo in E-Newsletter, two social media posts, and event Welcome Sign

Street Sponsor - \$1,000

- Logo in E-Newsletter, one social media post, and event Welcome Sign



COFFEE & CAREER DEVELOPMENT



The Well CDC's Career Development program will host funders, community health workers, resource navigators, partners, and case managers for coffee and breakfast! Our team will share how to connect clients to our programming as well as program impact and updates. Attendees will have the opportunity to meet staff, class facilitators, and program graduates!

Our Career Development Program serves all female clients. Learn more about our program at thewellakron.com/career-development

Date: October 15, 2026

Location: The Well CDC (647 E. Market St.)

Expected Attendance: 100+

Sponsorship Deadline: October 1, 2026

Time: 10:00am - 11:30am

(To be included in print materials)

Neighborhood Investor - \$5,000

- Large logo listed on event slideshow, event program, and all event signage
- Public mention at Coffee & Career Development
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Block Partner - \$2,500

- Logo on event slideshow, event program, and all event signage
- Public mention during event
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Street Supporter - \$1,000

- Logo in event slideshow, event program, and event signage
- Listed in Annual Report

Building Sponsor - \$500

- Logo on event slideshow and in E-Newsletter

**Coffee & Career Development is a free, un-ticketed event. Please register online!*



GOOD NEIGHBOR EVENTS



*This sponsorship opportunity includes the sponsorship of **THREE** neighborhood events that bring Middlebury residents together. These events include Fall Fest, Egg Hunt, and a Juneteenth Celebration. All of these events are planned with Middlebury residents and in partnership with The Vincent House. **These events are free and family friendly.***



October 28, 2026



Middlebury Champion - \$10,000

- Public acknowledgement at all three events
- Opportunity to have a resource table (for sponsors who are not currently engaged as a partner)
- Full-size logo placement on all event signage for all three events, social media, website, and e-newsletter
- Listed in Annual Report

Neighborhood Connector - \$5,000

- Large logo listed on event slideshow and event signage for all three events
- Opportunity to have a resource table (for sponsors who are not currently engaged as a partner)
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Block Partner - \$2,500

- Logo on event slideshow and event signage for all three events
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Street Supporter - \$1,000

- Logo in event slideshow and event signage
- Listed in Annual Report



AKRON HOPE'S WRAPPING NIGHT



*The Well CDC's Akron Hope program will host its 12th Annual Wrapping Night where attendees will help wrap **1,000+ Holiday gifts for Mason CLC students and families!***

*This event is **free, family friendly, and provides a fun way to volunteer during the Holiday season.** The event will include food, kid-friendly vendors, music, and more!*

Date: December 10, 2026

Expected Attendance: 250+

Time: 5:00pm - 7:00pm

Location: Mason CLC (700 E. Exchange St.)

Sponsorship Deadline: November 28, 2026
(To be included in print materials)

Neighborhood Investor - \$5,000

- Large logo listed on event welcome sign, event program, and event signage
- Public mention during event
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Block Partner - \$2,500

- Logo on event welcome sign, event program, and all event signage
- Public mention during event
- Logo posted on social media, website, and E-Newsletter leading up to event
- Listed in Annual Report

Street Supporter - \$1,000

- Logo on event welcome sign, event program, and event signage
- Listed in Annual Report

Building Sponsor - \$500

- Logo on event welcome sign and in E-Newsletter

**Wrapping Night is a free, un-ticketed event. Please register online at thewellakron.com/akronhope*



2026

SPONSORSHIP COMMITMENT

First Name _____ Last Name _____

Business/Organization Name _____

Business/Organization Address _____

Email _____ Phone Number _____

Event(s) You'd Like To Sponsor _____

Select Your Sponsorship Level

☐ \$25,000

☐ \$10,000

☐ \$5,000

☐ \$2,500

☐ \$1,000

☐ \$500

If you want your sponsorship split between multiple events, please list the event and amount you want towards each event.

Sponsorship Total: _____

How would you like to complete your payment?

☐ I plan to make a Credit Card Payment online at thewellakron.com/donate

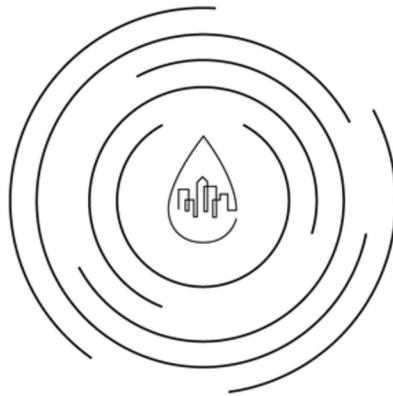
☐ Please send me an invoice to my email

☐ I will send a check (please make checks payable to The Well CDC)

☐ Contact me to discuss a custom sponsorship

☐ Other _____

*The Well CDC is a 501(c)3 non-profit organization and contributions are tax-deductible as allowed by law.
Please complete this page and **return it via email to Jen Meade at jen@thewellakron.com**
or **mail to 647 E. Market Street, Akron, Ohio 44304.***



THE **WELL** CDC



CONTACT

JEN MEADE | *ASSOCIATE EXECUTIVE DIRECTOR*

jen@thewellakron.com