



Assalamu alaikum!

For Islamic Relief USA, 2022 is all about showcasing the power of blue, *IRUSA blue* that is. Our blue is a blue of compassion, relief, support, and working together with dedicated humanitarians like you to help our vulnerable sisters and brothers get the resources they need to overcome extreme hardships, made even harder these days by the coronavirus pandemic.

That is why we are reaching out to you right now: Again this Ramadan, we will be working to bring important and inspiring events to audiences all around the country in a virtual format that will feature many well-known speakers, and we want you to have the chance to sponsor an event.

By becoming an IRUSA sponsor, you can expand your reach to new audiences all while showcasing your compassion for those in need. Here are the events available for sponsorship before and during Ramadan 2022:

Before Ramadan:

- Al-Israa and Al-Miraj | February 27 | 9 pm Eastern

During Ramadan:

- Grand Iftar | April 3 |
- Night of Power | April 28 |

We'll be streaming these events all across the country on various platforms to deliver powerful messages and engaging entertainment, all while providing the opportunity to audiences to increase their charitable giving during the most blessed month of the Islamic calendar.

Our goal is to raise at least **\$1.5 Million** in donations through these events for critical development projects designed to improve access to resources and tools that can help families break the bonds of poverty.

You don't want to miss the opportunity to be a part of these events, and to show the world the power of YOU and blue when we get together. So, let's connect to discuss which sponsorship opportunity would best fit. Assistant Director of National Events Lena Maasarani is ready to connect with you – to start the conversation, please email her at Lmaasarani@irusa.org.

We look forward to hearing from you.

Sincerely,
Ahmed Shehata
Director of Fund Development

P.S. In case you're unfamiliar with our organization and mission, IRUSA, established in 1993, is a 501(c)(3) nonprofit organization committed to providing relief and development in a dignified manner regardless of gender, race, or religion, and works to empower individuals in their communities and

give them a voice in the world. For nearly 30 years, Islamic Relief has served millions of people in need through the support of our donors, volunteers, partners, and sponsors.

WHY SPONSOR?

1. **Brand visibility** - Want to reach out to your target audience in a big way? New to the market? Established? Looking to introduce your product and service?
2. **Gain a competitive edge** – Trying to get ahead of your competition?
3. **Increase sales** - Want to offer an unforgettable free sample of your product directly into the hands of customers?
4. **Positive association** - Seeking to showcase the impact of your support and share your story?
5. **Gain access** - Trying to network and connect with new people?
6. **Do good** - Want to show your desire to support worthy projects and social good for the community?

IRUSA'S ANNUAL REACH

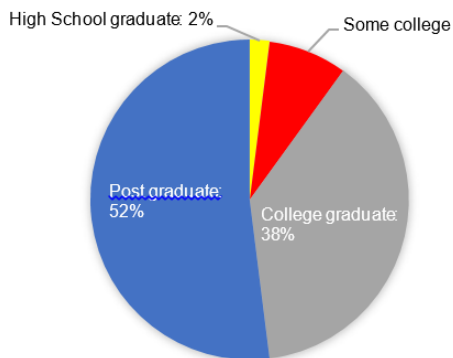
NEARLY 1.4 MILLION INTERACTIONS

Access our expansive market and gain the potential leads you're looking for.

- **Unique webpage views in 2021** - 7,114,685
- **System contacts** (volunteers, donors, etc.) - 402,466
- **Social media followers** - 480,925
- **Email subscribers** - 133,006
- **Event attendees** - 28,127 at 150+ events
- **10 mailers per year** - Up to 120,000 per mailer
- **Total audience size** - 467,676*
- **Total interactions** - 1,403,028

* Based on three average interactions per person.

REACH A HIGHLY EDUCATED MARKET

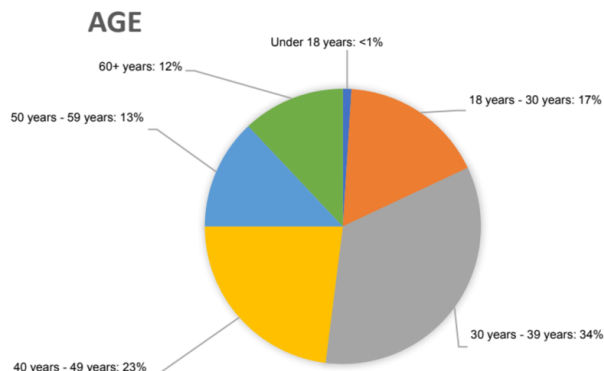


Did you know IRUSA has a market of nearly half a million donors?
Our donors are highly educated and value professional development and idea diversity.

REACH THOUSANDS OF MID-CAREER PROFESSIONALS

Did you know that IRUSA donors cross-generational barriers?

Our biggest group is donors between the ages of 18 and 40 — the mid-career professionals you're looking for.



The data on this page was obtained via an internal IRUSA market research survey. Approximately 10,000 donor responses were collected around the year 2015.

Platinum Level • \$3,000 per Event

- Company logo and/or name presented on the screen during the event
- Verbal acknowledgment by MC at the start of the event and/or during the event
- Digital acknowledgment on Facebook event page prior to the event
- Video advertisement played once during the event (60 seconds)
- Verbal acknowledgment at the end of the event.
- Please note this is the cost per event.

Gold Sponsorship • \$2,000 per event

- Company logo and/or name presented on the welcome screen
- Digital acknowledgment on Facebook event page prior to the event
- Video advertisement played once during the event (30 seconds)
- Verbal acknowledgment at the end of the event.
- Please note this is the cost per event.

Silver Sponsorship • \$1,000 per Event

- Company logo and/or name presented on the welcome screen
- Digital acknowledgment on Facebook event page prior to the event.
- Please note this is the cost per event

Bronze Sponsorship • \$500 per Event

- Company logo and/or name presented on the welcome screen
- Verbal acknowledgment at the end of the event.
- Please note this is the cost per event.

**Customized packages are available, please contact
Lena Maasarani - Lmaasarani@irusa.org**

* No solicitation is permitted at our event

EVENT SPONSORSHIP LEVELS