

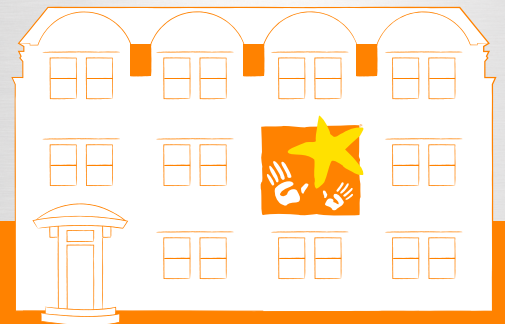


Believe In Tomorrow™
Children's Foundation

25
Years

Keeping families together

*Saturday, November 17, 2018 at Martin's West
The Children's House at Johns Hopkins
Silver Celebration*



Sponsorship Opportunities



★ **\$50,000**

Title Sponsor (1 available)

(Tax deductible amount is \$49,000; Value of goods and services is \$1000)

Naming

- **Exclusive Event Naming Opportunity:** Company name in event title, "Title of event, sponsored by XYZ Company."
- **The Children's House at Johns Hopkins Naming opportunity:** Lobby (1 year naming right, 1 payment of \$50,000) Lobby valued at \$35,000

Exposure

- Company executive included in WBAL TV interview
- Company mentioned in event press releases, emails, and boosted social media posts
 - Press releases sent to top local and regional radio and TV news stations
 - Emails sent to 50,000+ supporters
 - Boosted social media posts receive an average of 8,000 impressions
- Company name and logo used in a boosted Facebook post that includes a Thank You video message from a Believe In Tomorrow child/family. The post will be boosted one time before and after the event.
- Logo Recognition:
 - Extra-large logo included in event sponsor "Thank You" ad in the Baltimore Business Journal
 - Local and regional print and TV media ad buys
 - Full page inside cover color ad in event program book (500+ event attendees)
 - Extra-large logo on event website
 - Large logo included on Believe In Tomorrow Community Partners webpage

Event

- 10 complimentary tickets
- 10 complimentary tickets to a pre-event cocktail reception with major sponsors and invited honorees Governor Larry Hogan and Dr. Ben Carson
- 1 prime reserved table at event with 2 bottles of chilled champagne
- Dedicated bar service/attendant
- Company logo prominently displayed at exterior of event venue and at registration tables
- Company Executive to introduce emcee at beginning of event (1 minute of remarks)

★ **\$35,000**

Entertainment Sponsor (1 available)

(Tax deductible amount is \$34,000; Value of goods and services is \$1,000)

Naming

- **Exclusive Award Presentation Naming Opportunity:** Company name in entertainment presentation title when ALL entertainment is introduced, "A Blind Wind, brought to you by XYZ Company."
- **The Children's House at Johns Hopkins Naming opportunity:** Recreation Room (1 year naming right, 1 payment of \$35,000) Recreation Room valued at \$25,000

Exposure

- Company and an executive are verbally acknowledged during the introduction of the entertainment.
- Company mentioned in event press releases, emails, and boosted social media posts
 - Press releases sent to top local and regional radio and TV news stations
 - Emails sent to 50,000+ supporters
 - Boosted social media posts receive an average of 8,000 impressions
- Company name and logo included in a Facebook post solely about the company's sponsorship
- Logo Recognition:
 - Large logo included in event sponsor "Thank You" ad in the Baltimore Business Journal
 - Full page inside back cover color ad in event program book (500+ event attendees)
 - Large logo included on event website
 - Large logo included on Believe In Tomorrow Community Partners webpage

Event

- 10 complimentary tickets
- 5 complimentary tickets to a pre-event cocktail reception with major sponsors and invited honorees Governor Larry Hogan and Dr. Ben Carson
- 1 prime reserved table at event, with glass of champagne at each seat
- Company name/logo prominently displayed at stage/presentation area
- Company logo prominently displayed at exterior of event venue and at registration tables

★ \$25,000

Presenting Sponsor (4 available)

(Tax deductible amount is \$24,000;
Value of goods and services is \$1,000)

Naming

- **Event Naming Opportunity:**
Company name in award ceremony title, “25 Years of Service Awards, presented by XYZ Company.”
- **The Children’s House at Johns Hopkins Naming opportunity:** Foyer (1-year naming right, 1 payment of \$25,000) Foyer valued at \$15,000

Exposure

- Company and an executive are verbally acknowledged at beginning of awards presentation.
- Company mentioned in event press releases, emails, and boosted social media posts
 - Press releases sent to top local and regional radio and TV news stations
 - Emails sent to 50,000+ supporters
 - Boosted social media posts receive an average of 8,000 impressions
- Logo Recognition:
 - Logo included in event sponsor “Thank You” ad in the Baltimore Business Journal
 - Full page black and white ad in event program book (500+ event attendees)
 - Logo included on event website
 - Logo included on Believe In Tomorrow Community Partners webpage

Event

- 10 complimentary tickets
- 5 complimentary tickets to a pre-event cocktail reception with major sponsors and invited honorees Governor Larry Hogan and Dr. Ben Carson
- 1 prime reserved table at event
- Company name/logo prominently displayed during awards ceremony

★ \$15,000

Bar Sponsor (4 available)

(Tax deductible amount is \$14,000;
Value of goods and services is \$1,000)

Naming

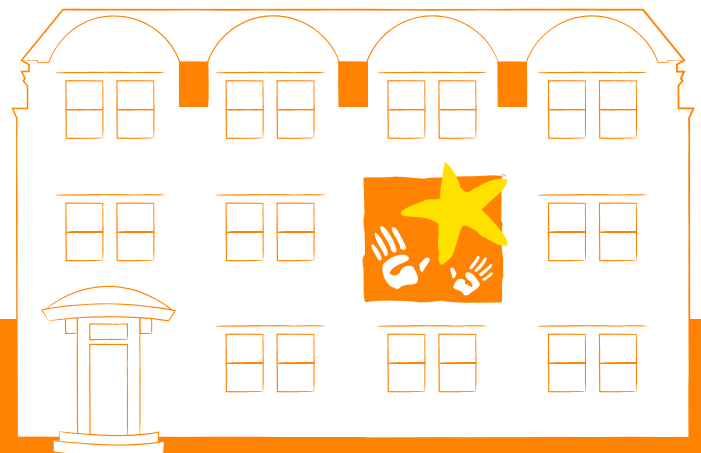
- **Event Naming Opportunity:** Signage stating that “Complimentary beer, wine, and soft drinks are brought to you tonight by XYZ Company.”

Exposure

- Company and an executive are verbally acknowledged during the first hour of the event
- Company mentioned in event press releases, emails, and boosted social media posts:
 - Press releases sent to top local and regional radio and TV news stations
 - Emails sent to 50,000+ supporters
 - Boosted social media posts receive an average of 8,000 impressions
- Logo Recognition:
 - Medium logo included in event sponsor “Thank You” ad in the Baltimore Business Journal
 - Full page black and white ad in event program book (500+ event attendees)
 - Logo included on event website
 - Logo included on Believe In Tomorrow Community Partners webpage

Event

- 10 complimentary tickets
- 1 table at event
- Company name and logo predominately displayed at bar



For more information, visit
BelieveInTomorrow.org/25/Sponsors

★ \$10,000

Dinner Sponsor (10 available)

(Tax deductible amount is \$9,000; Value of goods and services is \$1,000)

Naming

- **Event Naming Opportunity:**

Signage stating that “Appetizers and dinner are brought to you tonight by XYZ Company.”

Exposure

- Company is verbally acknowledged during the beginning of the program
- Company mentioned in event press releases, emails, and boosted social media posts:
 - Press releases sent to top local and regional radio and TV news stations
 - Emails sent to 50,000+ supporters
 - Boosted social media posts receive an average of 8,000 impressions
- Logo Recognition:
 - Logo included in event sponsor “Thank You” ad in the Baltimore Business Journal
 - Full page black and white ad in event program book (500+ event attendees)
 - Logo included on event website
 - Logo included on Believe In Tomorrow Community Partners webpage

Event

- 10 complimentary tickets
- 1 table at event

★ Contact Information

For more information or to secure your sponsorship today for **The Children’s House at Johns Hopkins Silver Celebration**, contact **Danna Gildersleeve** at **410.614.2560** or **DGildersleeve@BelieveInTomorrow.org**.

★ \$5,000

Auction Sponsor (4 available)

(Tax deductible amount is \$4,000; Value of goods and services is \$1,000)

Naming

- **Event Naming Opportunity:** Signage stating that “Auction sponsored by XYZ Company.”

Exposure

- Company is verbally acknowledged at the beginning of the auction presentation
- Company mentioned in event press releases, emails, and boosted social media posts:
- Logo Recognition:
 - Logo included in event sponsor “Thank You” ad in the Baltimore Business Journal
 - Half page black and white ad in event program book (500+ event attendees)
 - Logo included on event website
 - Logo included on Believe In Tomorrow Community Partners webpage

Event

- 10 complimentary tickets
- 1 table at event

★ \$2,500

Table Sponsor (50 available)

(Tax deductible amount is \$1,500; Value of goods and services is \$1,000)

- 10 Complimentary tickets
- Half page Black and White ad in event program
- Mentions on social media
- Logo linked from Benefit & Auction site to sponsor’s site
- Verbal recognition during the event