

- EST 2015 - Rockin' ON THE AVENUE



WHY SPONSOR? This isn't just an event — it's an opportunity to provide steadfast support to caregivers who turn to the Reinhart Guest House for comfort and peace of mind.

PARTNERS IN HOSPITALITY

LEGACY SPONSOR - \$20,000 (One exclusive opportunity)

- Recognition as the exclusive Legacy Sponsor of the 11th Anniversary Rockin' on the Avenue
- Opportunity to address attendees briefly or feature your logo prominently in a Story Room
- Premium logo placement on all event materials and in the Guest House
- Includes recognition on social media and in follow-up communications
- 15 complimentary event tickets (\$1,200 value)

PRESENTING SPONSOR - \$12,500 (Three opportunities)

- Recognition as the Presenting Sponsor with a focus on one of two key event experiences:
 - **Story Rooms:** Sponsor one Story Room and have a dedicated message about your impact displayed
 - **Food & Drink Stations:** Highlight your brand in an immersive station
- Logo on event materials, website and signage at the event
- 10 complimentary tickets (\$800 value)

Questions? Contact Lisa Patten at lisa_patten@bshsi.org or visit reinhartshouse.org/rockin-on-the-avenue-2025 for more information. Sponsors can opt out of listed "perks" and make a 100% deductible donation.

EXPERIENCE SPONSOR - \$7,500 (Four opportunities)

- Sponsor one of the core experiences:
 - **Custom Message Station:** Feature your branding on the postcards or display signage
 - **Live Music:** Logo featured near the music stage
 - **Raffle Area:** Sponsor recognition near stylish raffle displays
 - **Pledge Area:** Branding displayed at the pledge station for room night donations
- Logo on event signage and acknowledgment during promotions
- Eight complimentary tickets (\$480 value)

SPOTLIGHT SPONSOR - \$5,000

- Recognition on a shared sponsorship board and during promotions
- Logo displayed on event materials and select signage
- Six complimentary tickets (\$320 value)

AMBASSADOR SPONSOR - \$2,500

- Recognition on event materials and sponsorship board
- Four complimentary tickets (\$320 value)

PATRON SPONSOR - \$1,000

- Name listed on event signage and in program materials
- Two complimentary tickets (\$160 value)

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PLEDGE FORM

This is more than an event — by partnering with us, you play a vital role in providing comfort, hope and peace of mind to those in need.

Contact name/title _____

Company name _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

SPONSORSHIP OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> Legacy Sponsor (One exclusive opportunity - 15 tickets).... \$20,000 | <input type="checkbox"/> Spotlight Sponsor (6 tickets).....\$5,000 |
| <input type="checkbox"/> Presenting Sponsor (Three opportunities - 10 tickets) \$12,500 | <input type="checkbox"/> Ambassador Sponsor (4 tickets)... \$2,500 |
| <input type="checkbox"/> Experience Sponsor (Four opportunities - 8 tickets) \$7,500 | <input type="checkbox"/> Patron Sponsor (2 tickets) \$1,000 |

PLEDGE OPTIONS

- I would like to make a pledge
- Please invoice me prior to Rockin' on the Avenue
- I will pay by credit card on the website
- I would like to discuss an alternative pledge payment schedule

If interested in a full tax-deductible donation or other sponsorship opportunities, contact Lisa Patten at Lisa_patten@bshsi.org or **804-314-1579**.

SUBMISSION OPTIONS

Online reinharthouse.org/rockin-on-the-avenue-2025

Email Lisa_patten@bshsi.org

Fax 804-288-0403

Mail Bon Secours Richmond
Health Care Foundation
5855 Bremono Rd., Suite 100
Richmond, VA 23226

Please submit all company logos in EPS format.

All donations and sponsorships are deductible to the fullest extent allowable by law. Federal Tax Identification #20-1072726.