

VIRTUAL EVENT '09 SPONSORSHIP OPPORTUNITIES



To be quite frank, the amounts raised by some fundraising events simply don't justify the time and expense involved in staging those events. For example, a nonprofit organization might run an event, raise \$50,000, but net only \$5,000, when the organization could have simply asked someone for \$5,000, and saved the time and expense involved with the event.

The Children's Village Virtual Event is unique in that supporters *don't* have to pay \$100 a ticket to listen to long-winded speakers, endure dubious "entertainment," eat a "rubber-chicken" dinner, or bid on auction items they don't need. In addition, they *don't* have to pay a babysitter, buy a new outfit, or spend an evening away from their families. In fact, your donation ensures that you *don't* have to do any of those things. And most important, because the costs involved are minimal, *all* of your sponsorship funds will go to the bottom line and provide scholarships for working families that need help in promoting brighter futures for their children at Children's Village.

EVENT SPONSOR: \$1,000

The Event Sponsor's logo will receive premiere placement on all event-related materials, including publications, announcements, posters, banners, Web sites, and other advertising. A company executive is *not* required to speak. Also includes 16 Virtual Tickets. This is an **exclusive** sponsorship.

VIRTUAL TABLE SPONSOR: \$500 EACH

Virtual Table Sponsors will receive eight Virtual Tickets, but they *won't* have to coax employees to use them. Company logo will receive placement on all event-related materials, including publications, announcements, posters, banners, Web sites and advertising. There will be **multiple** virtual table sponsors.

VIRTUAL TICKET SPONSOR

Details to be determined, but we envision that the Virtual Ticket Sponsor will provide some sort of complimentary service to those who purchase Virtual Tickets (the tickets will be real!), such as a free movie admission, free kid's meal, etc. The Virtual Ticket Sponsor's logo will receive exclusive placement on the ticket provided to each *non*-attendee. This is an **exclusive** sponsorship.

GENERAL SPONSOR: \$250 EACH

General Sponsor's logos will receive placement on all event-related materials, including publications, announcements, posters, banners, Web sites, and advertising. Also includes four Virtual Tickets. There will be **multiple** general sponsorships.

MEDIA SPONSORS: TELEVISION, RADIO, AND PRINT

The selected Television, Radio, and Print Sponsors will provide in-kind media coverage of the event, possibly including commercials and public service announcements, contests, and on-air personality. They will not serve as masters of ceremonies for the event. Company logo and personality name will also receive prominent placement on all event-related materials, including publications, announcements, posters, banners, Web sites, and advertising. Also includes Virtual Event tickets for on-air personality and guest. These are **exclusive** sponsorships—one each for television, radio, and print.

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Thank you so much for your interest in becoming a Children's Village Virtual Event '09 sponsor. As a supporter, you'll be instrumental in providing educational opportunities to youngsters at Children's Village, our early-learning center on the Lutheran Life Villages campus in Kendallville, where we're fostering "A Better Way of Living."

YES! WE WANT TO SPONSOR THE CHILDREN'S VILLAGE VIRTUAL EVENT 2009

Sponsorship opportunity: _____

Sponsor name: _____

Contact person: _____

Contact address: _____

Contact phone: () _____

Contact e-mail: _____

Fax your request to Jon Dize at (260) 447-7369. An invoice will be sent to the above contact.

Please send your company logo via e-mail to jdize@lutheranlifevillages.org.

Total: \$ _____

**For additional information, please contact Jon Dize at (260) 447-1591
or jdize@lutheranlifevillages.org.**

DON'T FORGET TO MARK YOUR CALENDARS FOR NOVEMBER 13, 2009.

**THE BEST EVENT YOU
WILL NEVER GO TO!**

