



2009 Fundraising Celebration

Sponsorship Opportunities

Return to Roots is a campaign aimed at alumni who left Southwest Virginia for other opportunities – either education or a career. Return to Roots targets those native sons and daughters as potential employees for companies needing a deeper pool of job candidates. The campaign seeks to match the almost 3,000 Return to Roots registrants to Southwest Virginia companies who need employees. The Return to Roots website – www.ReturnToRoots.org – is the key communications vehicle for facilitating the investment in recruitment and attraction of talent to and the development of a cohesive regional voice and unifying message for the region.

Our Fundraising Celebration commemorates Governor Timothy M. Kaine and the Virginia Tobacco Indemnification and Community Revitalization Commission's launch of Return to Roots on September 18, 2006. The Celebration will be held Friday, September 18, 2009, the same weekend as our partner, Bristol Rhythm & Roots, is holding its 9th Annual Bristol Rhythm & Roots Reunion in downtown Bristol. All Celebration attendants will receive a complimentary evening pass to the Bristol Rhythm & Roots Reunion.

Sponsorship opportunities are available for the Celebration. Return to Roots hopes to partner with companies for this worthwhile project with the mission of locating Southwest Virginia native sons & daughters and Return them to their Roots for career opportunities. To fulfill that mission, Return to Roots needs funding assistance for the program's operations and marketing. Return to Roots asks that you consider sponsoring this worthy venture at a level listed below.

50K Circle

Event Naming Sponsorship

- Naming rights to the Celebration
- Company inclusion in all pre-event marketing & post-event marketing for six months
- Press release announcing sponsorship to statewide media – print, radio and broadcast
- Acknowledgement on invitations
- Attend exclusive pre-Celebration gathering 30 minutes prior to event
- Company representative is introduced by emcee & company representative introduces speaker
- Reserves 30 individual tickets
- Company name on Celebration Program cover & title page
- Two-page ad in Celebration Program
- Company name, logo on display at event
- Sponsorship table card
- Sponsorship on name tag
- Company giveaways included in Celebration gift bags
- Logo on website for six months
- Acknowledgement in all external press regarding Celebration
- Logo on all outgoing marketing materials including all post-event power point presentations
- Sponsorship mention in all post-event press releases for six months
- Named in all post-event Public Service Announcements as sponsor for six months
- Logo on all monthly post-event business mailings, a monthly minimum of 4,600
- Post-event letter – Mention in letter listing all sponsors sent to all 4,000 invitees
- All marketing efforts tracked & reported on a quarterly basis
- First right of refusal for future Celebration events

25K Circle

- Reserves 25 individual tickets
- Company inclusion in all pre-event marketing & post-event marketing for six months
- Acknowledgement on invitation
- Attend exclusive pre-Celebration gathering 30 minutes prior to event
- Full page ad in Celebration Program
- Company name, logo on display at event
- Acknowledgement at event (per emcee)
- Sponsorship table card
- Sponsorship on name tag
- Company giveaways included in Celebration gift bags
- Post-event letter – Mention in letter listing all sponsors sent to all 4,000 invitees
- Logo on website for six months
- Sponsorship mention in all post-event press releases for six months
- First right of refusal for future Celebration

10K Circle

- Reserves 15 individual tickets
- Company inclusion in all pre-event marketing & post-event marketing for six months
- Attend exclusive pre-Celebration gathering 30 minutes prior to event
- Half-page ad in Celebration Program
- Company name, logo on display at event
- Acknowledgement at event (per emcee)
- Logo on website for six months
- Sponsorship table card
- Sponsorship on name tag
- Company giveaways included in Celebration gift bags
- First right of refusal for future Celebration events

5K Circle

- Reserves 10 individual tickets
- Attend exclusive pre-Celebration gathering 30 minutes prior to event
- Quarter-page ad in Celebration Program
- Company name, logo on display at event
- Acknowledgement at event (per emcee)
- Sponsorship table card
- Sponsorship on name tag
- Company giveaways included in Celebration gift bags
- Company inclusion in all post-event marketing for six months

2.5K Circle

- Reserves eight individual tickets
- Quarter-page ad in Celebration Program
- Acknowledgement at event (per emcee)
- Sponsorship table card
- Sponsorship on name tag
- Company giveaways included in Celebration gift bags

1K Sponsorship

- Reserves eight individual tickets
- Acknowledgement at event (per emcee)
- Mention in Celebration Program
- Sponsorship table card & name tag

For more information, please contact Shai Cullop, Program Coordinator at (540) 731-6804 or e-mail her at scullop@vebinc.org

www.ReturnToRoots.org