



# Fundraising Gala 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 600 Return to Roots registrants to Southwest Virginia companies who need employees. The Return to Roots website – [www.ReturnToRoots.org](http://www.ReturnToRoots.org) – is the key communications vehicle for developing an extensive database of potential employees and linking them to Southwest Virginia companies with jobs.

Our Fundraising Gala is a celebration of Governor Timothy M. Kaine launching Return to Roots on September 18, 2006. The Gala will be held September 14, 2007, the same weekend as our partner, Bristol Rhythm & Roots, is holding its annual musical Reunion in downtown Bristol. All Gala attendants will receive complimentary weekend passes to the Bristol Rhythm & Roots Reunion.

Sponsorship opportunities are available for the Gala. 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 marketing and outreach. 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 gala
- 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-Gala gathering 30 minutes prior to event
- Company representative is introduced by emcee & company representative introduces speaker
- Reserves up to three tables of eight
- Company name on Gala Program cover & title page
- Two-page ad in Gala Program
- Company name, logo on display at event
- Company giveaways included in Gala gift bags
- Logo on website for six months
- Acknowledgement in all external press regarding Gala
- 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 PSAs as sponsor for six months
- Logo on all monthly post-event business mailings, a monthly minimum of 1,600
- Post-event letter – Mention in letter listing all sponsors sent to all 3,000 invitees
- All marketing efforts tracked & reported on a quarterly basis
- First right of refusal for future Gala events

## 25K Circle

- Reserves up to two tables of eight
- Company inclusion in all pre-event marketing & post-event marketing for six months
- Attend exclusive pre-Gala gathering 30 minutes prior to event
- Full page ad in Gala Program
- Company name, logo on display at event
- Company giveaways included in Gala gift bags
- Post-event letter – Mention in letter listing all sponsors sent to all 3,000 invitees
- Acknowledgement on invitation
- Logo on website for six months
- Sponsorship mention in all post-event press releases for six months
- First right of refusal for future Gala events

## 10K Circle

- Company inclusion in all pre-event marketing & post-event marketing for six months
- Reserves a table for eight
- Half-page ad in Gala Program
- Company name, logo on display at event
- Acknowledgement at event (per emcee)
- Company giveaways included in Gala gift bags
- Logo on website for six months
- First right of refusal for future Gala events

## 5K Circle

- Reserves two seats
- Quarter-page ad in Gala Program
- Company name, logo on display at event
- Acknowledgement at event (per emcee)
- Marketing giveaways included in bags

## 1K Table

- Sponsorship table card
- Mention in Gala Program
- Table sponsor on name tag
- Acknowledgement at event (per emcee)

For more information, please contact Susan Dickerson, Program Manager, at (540) 831-6393 or e-mail her at [sdickerson@vebinc.org](mailto:sdickerson@vebinc.org).

[www.ReturnToRoots.org](http://www.ReturnToRoots.org)