



Sponsorship Opportunities 2017

Advocacy Training (January 15, 2017)

Sponsor \$2,500 \$_____

Sponsorship Includes: Exhibit Table at event. Name listed on flyer that will be distributed to all adult attendees. Acknowledgement in newsletter, email, and social media postings.

Winter Fundraiser - Bowling for Bleeding Disorders (March 4, 2017)

In support of Bleeding Disorders Awareness Month

Presenting Sponsor	\$5,000	\$_____
T-Shirt Sponsor	\$3,500	\$_____
Refreshment Sponsor	\$2,500	\$_____
Prize Sponsor	\$1,500	\$_____
Supporting Sponsor	\$500	\$_____
Community Partner	\$250	\$_____

See attached sheet for sponsorship benefits

Spring Fundraiser - Silent Auction (April 23, 2017)

Presenting Sponsor	\$5,000	\$_____
Platinum	\$3,000	\$_____
Gold	\$2,500	\$_____
Silver	\$1,500	\$_____
Bronze	\$500	\$_____
Community Partner	\$250	\$_____

See attached sheet for sponsorship benefits

Family Retreat at Great Wolf Lodge (September 23, 2017)

Sponsor \$2,500 \$_____

Sponsorship Includes: Exhibit Table at event. Acknowledgement in newsletter, email, and social media postings.

Fall Fundraiser - Trick or Trot 5K and Fun Walk (October 28, 2017)

Presenting Sponsor	\$5,000	\$_____
Runner Sponsor	\$2,500	\$_____
Strides Sponsor	\$1,000	\$_____
Supporting Sponsor	\$500	\$_____
Community Partner	\$250	\$_____

See attached sheet for sponsorship benefits



Annual Education Meeting Dinner (June 23, 2017)

Premier Sponsor	\$3,500	\$ _____
Supporting Sponsor	\$2,500	\$ _____

See attached sheet for sponsorship benefits

Annual Education Meeting (June 24, 2017)

Premier	\$5,000	\$ _____
Platinum	\$3,500	\$ _____
Corporate	\$2,500	\$ _____

See attached sheet for sponsorship benefits

Camp Youngblood at Camp Holiday Trails (July 23-28, 2017)

Angel	\$5,000	\$ _____
Guardian	\$3,000	\$ _____
Sponsor	\$2,500	\$ _____
Supporter	\$1,000	\$ _____
Friend	\$500	\$ _____

Sponsorship Includes: Acknowledgement in newsletter, email, and social media postings. Sponsors will also have the opportunity to volunteer at a booth on Carnival Night during the Summer Camp Session. **Please note - we understand that some of the companies coming to Carnival Night will include parents/family of campers. To protect the camp culture that Camp Holiday Trails (CHT) works hard to create, we ask that company representatives be non-family members of campers.**

Website

Sponsor	\$3,000	\$ _____
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Sponsorship Includes: Logo with hyperlink to your corporate website and/or the URL of your choice for 12 months on the VHF website.

In-Kind Donations and Sole Sponsorship Opportunities

Please contact Kelly Waters, Executive Director, at (804) 740-8643 or kelly@vahemophilia.org to explore available opportunities.



Facts N' Factors Newsletter Sponsorship

The Facts N' Factors E - Newsletter is produced 9 times per year and distributed via Constant Contact Email Service and social media outlets. The Facts N' Factors Hard Copy Newsletter is mailed out one time per year in December. Both versions of our newsletter are archived online on the VHF website.

E - Newsletter

	Per Issue:	All 9 Issues: (reflects 10%+ discount)	
Individual Article	\$1100	\$8,900	\$ _____
½ - Page Ad	\$900	\$7,200	\$ _____
Banner Ad – Headline Placement	\$800	N/A	\$ _____
Banner Ad	\$650	\$5,200	\$ _____
Logo Ad	\$450	\$3,600	\$ _____
Supporter – Listing of Name	\$200	\$1,600	\$ _____

All Ads and Articles Include: A hyperlink to your corporate website and/or the URL of your choice and individual articles are archived online on the VHF website.

Hard Copy Newsletter

3 - Page Spread	\$3,500	\$ _____
2 - Page Spread	\$2,500	\$ _____
Full Page Ad	\$1,500	\$ _____
½ - Page Ad	\$1,000	\$ _____
¼ - Page Ad	\$700	\$ _____

- Ad deadline for Hard Copy Newsletter is November 1st. Will be distributed via mail the 1st week of December.
- Ad/Article deadline for E – newsletter is the 15th of the month prior to desired publication.
- E - Newsletter will not be distributed in January, July, or December.
- One Headline Placement Banner Ad is available per E - newsletter issue. Please contact VHF about availability.
- VHF will rotate/adjust company placement of ads on a monthly basis to ensure as much fairness as possible among ad types.



Additional Sponsorship Opportunities

Winter Gathering \$ _____
Budget: \$4,500

Family Weekend at CHT \$ _____
Budget: \$10,000

Family Assistance Program \$ _____
Budget: \$5,000

First Step Program \$ _____
Budget: \$3,000

Adult Programs \$ _____
Budget: \$10,000

Teen Programs \$ _____
Budget: \$10,000

HTC Clinic Support \$ _____
Budget: \$5,000

Informational Mailing \$ _____
Fee: \$2,500

VHF offers one mailing per month. Please note the month(s) that you would like to schedule the mailing to ensure availability.

Other: \$ _____

All sponsorship funds and other donations made in connection with VHF Events are non-refundable, even in the unlikely event that events must be cancelled for any reason. The money raised will go to support VHF and its work on behalf of individuals and families affected by bleeding disorders.

Date: _____

Company: _____

Contact: _____

Email: _____

Phone: _____



Sponsorship Opportunities

Advocacy Training	\$ _____
Winter Fundraiser - Bowling	\$ _____
Spring Fundraiser - Silent Auction	\$ _____
Family Retreat at GWL	\$ _____
Fall Fundraiser - Trick or Trot 5K/Walk	\$ _____
Annual Meeting Dinner	\$ _____
Annual Education Meeting	\$ _____
Camp Youngblood at CHT	\$ _____
Website	\$ _____
E - Newsletter	\$ _____
Hard Copy Newsletter	\$ _____

Additional Sponsorship Opportunities

Winter Gathering	\$ _____
Family Weekend at CHT	\$ _____
Family Assistance Program	\$ _____
First Step Program	\$ _____
Adult Programs	\$ _____
Teen Programs	\$ _____
HTC Clinic Support	\$ _____
Informational Mailing	\$ _____
Other	\$ _____

Total Support: \$ _____

We will fulfill our commitment...

- With one check
- With payment 6 weeks prior to each event
- Other _____

Our corporate fiscal year is:

Institutional Approval

Signature

Date



Sponsorship Benefits 2017

Winter Fundraiser - Bowling for Bleeding Disorders (March 4, 2017)

Presenting Sponsor | \$5,000

- Ability to greet attendees and share information about company
- One social media posting prior to event acknowledging sponsorship
- Information booth at the Richmond location
- Logo prominently placed on the back of the t-shirt
- Special recognition during announcements
- Recognition as Presenting Sponsor on printed materials
- Signage with name and logo on registration table and throughout the event
- Acknowledgement in newsletter, email, and social media postings
- Placement of promotional information/item in registration bags (*sponsor must provide*)

T-Shirt Sponsor | \$3,500

- Information booth at the Richmond location
- Logo prominently placed on the back of the t-shirt
- Special recognition during announcements
- Recognition as T-shirt Sponsor on printed materials
- Signage near t-shirt display table
- Acknowledgement in newsletter, email, and social media postings
- Placement of promotional information/item in registration bags (*sponsor must provide*)

Refreshment Sponsor | \$2,500

- Logo prominently placed on the back of the t-shirt
- Recognition as Refreshment Sponsor on printed materials
- Signage near food/refreshment table
- Acknowledgement in newsletter, email, and social media postings
- Placement of promotional information/item in registration bags (*sponsor must provide*)

Strike Sponsor | \$1,500

- Logo on the back of the t-shirt
- Recognition as Strike Sponsor on printed materials
- Acknowledgement in newsletter, email, and social media postings

Supporting Sponsor | \$500

- Company Name will appear in select printed materials
- Acknowledgement in newsletter, email, and social media postings

Community Partner | \$250

This opportunity is reserved for local community businesses/donors that are not connected to companies that manufacture factor or profit from the sale of factor and/or additional medical treatments used by members of the bleeding disorders community.

- Company Name will appear in select printed materials
- Acknowledgement in newsletter, email, and social media postings
- Placement of business card or coupons in registration bags (*supporter must provide*)



Spring Fundraiser - Silent Auction (April 23, 2017)

Presenting | \$5,000

- Ability to greet attendees and share information about company
- One social media posting prior to event acknowledging sponsorship
- 10 event tickets
- Acknowledgment in newsletter, email, and social media postings
- Recognition on event signage
- Special recognition during announcements
- Placement of promotional information/item in registration bags (*sponsor must provide*)

Platinum | \$3,000

- 6 event tickets
- Acknowledgment in newsletter, email, and social media postings
- Recognition on event signage
- Special recognition during announcements
- Placement of promotional information/item in registration bags (*sponsor must provide*)

Gold | \$2,500

- 4 event tickets
- Acknowledgment in newsletter, email, and social media postings
- Recognition on event signage
- Special recognition during announcements
- Placement of promotional information/item in registration bags (*sponsor must provide*)

Silver | \$1,500

- 2 event tickets
- Acknowledgment in newsletter, email, and social media postings
- Recognition on event signage
- Special recognition during announcements

Bronze | \$500

- Acknowledgment in newsletter, emails, and social media postings
- Listed on event signage

Community Partner | \$250

This opportunity is reserved for local community businesses/donors that are not connected to companies that manufacture factor or profit from the sale of factor and/or additional medical treatments used by members of the bleeding disorders.

- 2 event tickets
- Acknowledgement in newsletter, email, and social media postings
- Recognition on event signage



Fall Fundraiser - Trick or Trot 5K and Fun Walk (October 28, 2017)

Presenting Sponsor | \$5,000

- Ability to greet attendees and share information about company
- One social media posting prior to event acknowledging sponsorship
- Information booth at 5K
- Logo prominently placed on the back of t-shirt
- Placement of promotional information/item in registration bags (*sponsor must provide*)
- Acknowledgement in newsletter, email, and social media postings

Runner Sponsor | \$2,500

- Information booth at 5K
- Logo prominently placed on the back of t-shirt
- Placement of promotional information/item in registration bags (*sponsor must provide*)
- Acknowledgement in newsletter, email, and social media postings

Strides Sponsor | \$1,000

- Logo on the back of t-shirt
- Placement of promotional information/item in registration bags (*sponsor must provide*)
- Acknowledgement in newsletter, email, and social media postings

Supporting Sponsor | \$500

- Acknowledgement in newsletter, email, and social media postings

Community Partner | \$250

This opportunity is reserved for local community businesses/donors that are not connected to companies that manufacture factor or profit from the sale of factor and/or additional medical treatments used by members of the bleeding disorders.

- Placement of business card or coupons in registration bags (*supporter must provide*)
- Acknowledgement in newsletter, email, and social media postings



Annual Education Meeting Dinner (June 23, 2017)

Premier Sponsor | \$3,500

- Ability to greet attendees and share information about company (*5 minutes*)
- Participation in Friday Night Dinner Program (*limit 2 company representatives*)
- Opportunity to set-up exhibit early and have educational display out during Friday Night Dinner Program (*giveaways are not to be available during dinner program*)
- Acknowledgement in newsletter, email, and social media postings

Supporting Sponsor | \$2,500

- Participation in Friday Night Dinner Program (*limit 2 company representatives*)
- Opportunity to set-up exhibit early and have educational display out during Friday Night Dinner Program (*giveaways are not to be available during dinner program*)
- Acknowledgement in newsletter, email, and social media postings

Annual Education Meeting (June 24, 2017)

Event will be held as a progressive exhibit with additional time allotted for participants to visit the booths outside of the structured format

Premier | \$5,000

- Opportunity to address the entire audience, in addition to the progressive exhibit format
- Ability to share 2 - 3 sentences about the company (including contact information) that will be distributed to all attendees
- Additional time during the progressive exhibit to share information about the company
- Exhibit Table at the meeting
- Name listed on flyer that will be distributed to all adult attendees
- Acknowledgement in newsletter, email, and social media postings

Platinum | \$3,500

- Additional time during the progressive exhibit to share information about the company
- Exhibit Table at the meeting
- Name listed on flyer that will be distributed to all adult attendees
- Acknowledgement in newsletter, email, and social media postings

Corporate | \$2,500

- Exhibit Table at the meeting
- Name listed on flyer that will be distributed to all adult attendees
- Acknowledgement in newsletter, email, and social media postings