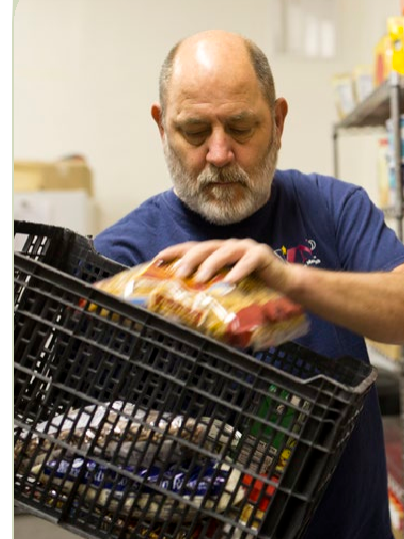


SPONSORSHIP PROPOSAL



We Feed, Lead and Strengthen

Greetings,

On behalf of The Fredericksburg Regional Food Bank, we would like to invite you to join us as a sponsor for the first annual Charity Gala and Casino Night "Two Can Play that Game." The event will be held on February 8th 2019, from 7pm-10pm at the A. Smith Bowman Distillery. This exciting event will benefit The Fredericksburg Regional Food Bank, helping to give back to the community. The evening will consist of a silent auction, as well as professionally operated casino games that include blackjack, roulette, craps, and poker. There will also be a catered cocktail reception with lavish hors d'oeuvres. Live entertainment will be provided The Bruce Middle Trio, featuring jazz music.

The efforts of The Fredericksburg Regional Food Bank are to provide nutritious food to over 31,000 area residents. Food is provided throughout a network of 160 community partners, operating more than 260 food assistance programs. We believe in the power of community and our goal to build strong relationships based on trust with and among those who share our vision of creating a hunger-free community.

To ensure the success of The Fredericksburg Regional Food Bank we are seeking partnerships, financial support and key stakeholders to support and promote this unique event. In return for your generous financial support we will promote your brand by providing our marketing campaigns and promotional materials during the event and in post-event communications. The promotion will benefit your company by increasing brand awareness amongst our target market. The best part is your sponsorship investment will help to feed thousands of people.

In addition, by becoming a sponsor, your business will be showcased to the many guests that will be attending the event, as well as over 25,000 people that will see the marketing of this event through social media. Further exposure of your organization will be highlighted in our market outreach. As a sponsor, your organization will be included in our event promotion through the use of newspaper ads and articles. This is a wonderful opportunity for your brand to receive high market visibility, showcasing your brand and outreach value to the community by participating in this event.

I greatly appreciate you taking the time to review our sponsorship proposal. As always, our success depends on partnering with brands like yours. We are proud to have served as a valuable marketing partner. Should you have any questions, comments or concerns, I encourage you to reach out to me directly. I look forward to partnering with you to make "Two Can Play that Game" a success!

Sincerely,

Rita Witte
Event Manager
Always Making it Happen
246 Choptank Rd, Stafford Va 22556
540-429-9403





CORPORATE SPONSORS

Association with The Fredericksburg Regional Food Bank builds brand trust and promotes goodwill and audience loyalty among your employees and customers. The Fredericksburg Regional Food Bank is a proud member of Charity Navigator and Seal of Transparency. Your clients and employees can be proud of these partnerships. To illustrate how critical Corporate Social Responsibility (CSR) has become, a 2017 study by Cone Communications found that:

- More than 60% of Americans hope businesses will drive social and environmental change
- The majority of consumers surveyed – 87% said they would purchase a product because a company supported an issue they care about
- 76% will refuse to buy from a company if they learn it supports an issue contrary to their own beliefs

Consumers are not the only ones who are drawn to businesses that give back. A company's CSR strategy is a big factor in where today's top talent chooses to work. Our corporate partners play an active role in the fight to end hunger.

Every ten dollars donated to The Fredericksburg Regional Food Bank provides 20 meals for hungry children, seniors, and families in need within our community. While \$0.97 cents of every dollar goes directly into hunger relief programs. Local, national, and global companies contribute dollars, volunteer hours, and millions of pounds of food each year.



For more information on the event:

<http://twocanplaygala.com>

<https://www.facebook.com/events/278678552757268/>

CORPORATE SPONSORSHIP



Levels and Benefits	Diamond	Gold	Silver	Bronze	Copper
	\$5,000	\$2,000	\$1,000	\$750	\$500
Prominent Presenting Sponsor Logo Recognition	◆				
Logo Included on Event Glass	◆	◆			
Featured in Article written & released to local print media	◆	◆	◆		
Business Logo Included on All Posters and Signage	◆	◆	◆	◆	
Company Logo Displayed at Event	◆	◆	◆	◆	◆
Logo on Event Banner	◆	◆	◆	◆	◆
Gala Event Tickets	10	8	6	4	4
Social Media Recognition	10 posts	6 posts	5 posts	3 posts	1 post
Help provide meals to hungry families priceless	10,000 meals	4,000 meals	2,000 meals	1,500 meals	1,000 meals

SPONSORSHIP CONTRACT FORM

PRIMARY CONTACT INFORMATION

Contact Name _____

Contact Title _____

Contact Email _____

Contact Phone Number/Mobile _____

PAYMENT INFORMATION

Total \$ _____

Method of Payment:

☐ Credit Card

☐ Check

Please submit payment by going to the following web address:

<https://squareup.com/store/alwaysmakingithappen>

OR

Submit a check to:

Always Making it Happen
246 Choptank Rd
Stafford, Va 22556

SPONSORSHIP LEVEL

To become a sponsor for Christmas on the Field simply choose a sponsorship package below and sign at the bottom! Our sponsor success team will be in touch to get started.

☐ **DIAMOND**

☐ **GOLD**

☐ **SILVER**

☐ **BRONZE**

☐ **COPPER**

All sponsorships must be submitted by January 15th, 2019