

## **Eli's Block Party Sponsor Packet**

Thank you for your interest in supporting Eli's Block Party Childhood Cancer Foundation.

To succeed in our mission of furthering innovative pediatric brain cancer research, our organization needs partners from the community. We have an opportunity to grow our events and make a bigger impact on childhood cancer funding and awareness.

These policies are for sponsorships, whereas a business, organization, or club receives recognition in exchange for supporting Eli's Block Party with cash, service, or merchandise. Monetary donations, which are not the same as a sponsorship, are accepted at any time throughout the year. Eli's Block Party will not issue charitable tax receipts in return for sponsorships. Only monetary donations of \$250 and above will receive a letter that can be used as a charitable tax receipt. For donations under \$250, patrons may use their check stub or financial statement.

### **Sponsor Details**

Eli's Block Party has several sponsor opportunities, from monetary to services to merchandise. Timing is everything. In order to take full advantage of your advertising dollar, sign up early. Events are planned months in advance with printed materials completed. EBP will not sacrifice quality over insufficient time allowed, nor will we be wasteful of previously printed materials.

Eli's Block Party currently offers four types of sponsorship opportunities.

1. *Monetary* - The foundation is dependent upon receiving cash support from donors.
2. *Service* - Sponsorships in the form of providing a needed service.
3. *Product/Merchandise* - Sponsorships in the form of items.
4. *Charitable Extras* - Sponsorships in the form of hosting an event on behalf of Eli's Block Party or the foundation's participation in activities outside our normal calendar.

## **Sponsor Levels**

Eli's Block Party hosts two main events. We also incur operational costs and have an opportunity to grow our infrastructure. Levels are specific to each event. Fees vary based on cost and worth.

***Monetary Sponsorship for events:*** These levels are for monetary sponsorships that offset the cost of an event so that more money goes to our mission. For monetary support, we require that a high-resolution logo (not one copied off the internet, but a printable, high-resolution jpg, or png file) be emailed to us immediately upon applying for a sponsorship. Typically, we use printed materials and social media as recognition of sponsors, with top sponsors also being included on any radio or television advertising that we do. These are not exclusivity sponsorships and inclusion in advertising depends on how early the sponsorship is purchased. If printing is complete or material has already been submitted to the printing outlet at the time a sponsorship is purchased, it will be impossible to receive the full measure of advertising.

## ***Eli's Block Party Car Shows***

Currently, Eli's Block Party hosts one car show in Athens, Alabama. The judged show is open to all makes and models. Music, food, and vendors are at all the shows. The show is family-oriented and features a local cancer kid to choose a favorite car. We award almost 50 trophies and recognitions, including a Best of Show and a Best of Featured Class which changes each year.

1. Title Sponsor - \$2,000: Logo on all advertising, social media. Booth space at the event and space for promotional items in the swag bag for registered car participants. Sponsor's Choice Award to give out.
2. Silver Sponsor - \$1,000: Logo on all advertising, social media coverage, space at the event, Sponsor's Choice Award to give out.
3. Bronze Sponsor - \$500: Logo on all advertising, social media coverage, space at the event, Sponsor's Choice Award to give out.
4. Nickel Sponsor - \$200: Logo on all advertising, social media coverage, space at the event, Sponsor's Choice Award to give out.
5. T-shirt Sponsor - \$100: Logo on T-shirt, social media coverage.

## ***Superhero Day***

Superhero Day is a community awareness event that features realistic superheroes, exhibits, and activities booths hosted by local businesses, churches, and schools. It also includes food, music, rented rides, and more. It is free for the community to attend, but it is a fundraising event for us. We charge for bracelets to use the rented rides. Your sponsorship makes it possible for us to raise more money for childhood cancer and for us to keep the event free to attend.

**WARNING: The options below are limited in quantity, and are subject to change slightly based on availability from the rental company, please contact us before purchasing.**

1. Largest Ride Sponsor - \$2,200: Sign with the ride at the event; promotional booth space at the event; social media coverage; back of T-shirt. (Only one available. This may be paid in installments prior to the event with a contract.)
2. Medium Ride Sponsor - \$1,400: Sign with the ride at the event; promotional booth space at the event; social media coverage; back of T-shirt. (Five available)
3. Small Ride Sponsor - \$875: Sign with the Ride at the event; promotional booth space at the event; social media coverage; back of T-shirt. (Only one available)
4. Large Inflatables Activity Sponsor - \$600: Sign with activity at the event; promotional space at the event; social media coverage; back of T-shirt. (Only one available)
5. Small Inflatables Activity - \$300: Sign with activity at the event; promotional booth space at the event; social media coverage. (Only one available)
6. Small Activity - \$175: Sign w/ activity; promotional space; social media. (Only one)
7. Superhero Parade \$1,000: Forty to 60 vehicles carry about 40 Superheroes and Community Heroes in a one-half mile parade that ends at the event. This sponsorship includes your company logo on a vinyl parade banner carried by parade personnel, then displayed on the Sponsor Wall for the remainder of the day.
8. The 43 Gold Club - \$500: Logo on Sponsor Wall sign and T-shirt sponsor. We arrange sponsors' logos from top to bottom, in first-come-first serve order considering the shape. Also, includes promotional booth space and social media coverage.
9. T-shirt Sponsor - \$150: Logo on T-shirt; social media recognition.

### ***Monetary Sponsorship for operational needs or a capital campaign***

These distinctions are for sponsorships that help EBP pay operational costs.

1. Partner - \$1,000+: Company name and logo on the top banner of our website, and social media page banners; printed on general foundation materials that have not been printed.
2. Supporter - \$500-\$999: Company name and logo on our website; printed on general foundation materials that have not yet been printed.
3. Friend - \$300-\$499: Website and social media recognition.

### ***Service Provision Sponsorship for events***

These distinctions are for sponsorships that provide a service at no cost for our events.

1. For any service provided in preparation for and prior to an event or activity, at which the sponsor does not have a promotional presence, the foundation will post recognition on our website, on social media, and at the event in announcements.
2. For any service provided for an event at which the sponsor has a promotional presence, the foundation will recognize the sponsor on social media, and in event announcements.

### ***Product/Merchandise/Items Provision for events***

These distinctions are for items given at no cost for us to give away, sell, raffle, or auction.

1. For any items provided for an event or activity, on which there is no printed or identifiable advertising for the sponsor (including no business cards attached) the foundation will post recognition on our website, on social media, and at the event in announcements.
2. For any items provided for an event on which the sponsor has promotional markings in any form, or on which is attached a business card, the foundation will recognize the sponsor on social media, and at the event in announcements.

### ***Charitable Extras***

Situations offered to EBP outside its own fundraising mechanics. These fall into two categories:

1. Charitable Hosting: Businesses, organizations, clubs, schools, or individuals hosting an event or activity to raise money for EBP. The foundation is honored to be recognized and is happy to support through our social media any effort for which funds will be donated to our foundation. However, because of budgeting and the strains on our volunteers for our own events, the foundation is unable to share in the expense or provide volunteers.
2. Charitable Activity: Fundraising is sometimes initiated by Eli's Block Party through participation in charity nights at restaurants, or to sell items for a business in exchange for a portion of the profits. These activities are organized internally and scheduled according to available resources and projected profit. Such participation must be approved by the foundation director. Once approved, the Charitable Extras coordinator will pursue it.

### **Exclusivity**

Title or Top sponsorships do not include exclusivity. Exclusivity rights for a single event must be negotiated and agreed upon in a contract, then paid in full no less than six months out from the event. Without exclusivity rights, Eli's Block Party reserves the right to pursue multiple sponsors, including sponsorships from competing businesses and organizations.

### **Hold Harmless Statement**

This agreement is made upon the express condition that Eli's Block Party Childhood Cancer Foundation, its agents and volunteers shall be free from all liabilities and claims for damages and/or suits for or by reason of any injury, or death to any person or property of the Permittee, its agents, or third parties, from any cause or causes whatsoever, and the Permittee hereby covenants and agrees to indemnify, defend, save and hold harmless Eli's Block Party Childhood Cancer Foundation, its agents and volunteers from all liabilities, charges, expenses and costs on account of or by reason of any such injuries, deaths, liabilities, claims, suits or losses however occurring or damages growing out of the same. (continued with form...)

## Eli's Block Party Sponsorship Form (complete and mail/email)

To submit an application by mail, download and print this form, then complete it and mail it with a check for your selected sponsorship. Please, note that most Superhero Day sponsorships are limited in quantity, so please contact a Support Specialist before mailing in your form and check.

The address is:

Eli's Block Party Childhood Cancer Foundation  
24900 Savannah Trail  
Athens, Alabama 35613  
or  
elisblockparty@gmail.com

Company Name: \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

Company Telephone Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

My contact at Eli's Block Party is \_\_\_\_\_

Please read the statement below and check the box beside the statement that applies.

- ☐ I understand that I must email a high-resolution logo (not one off of or for a website) to [kristie@elisblockparty.org](mailto:kristie@elisblockparty.org) as soon as possible for printing purposes.
- ☐ I have read and understand the details of the Sponsor Application Packet and the details of the sponsorship I choose below.
- ☐ I have not read the details of the Sponsor Application Packet and agree to proceed with the sponsorship as I have marked below.

Please, choose your support by checking the boxes that apply.

### ***Monetary Sponsorship for events, activities, or programs:***

#### ◆ *Eli's Block Party Car Show Series*

- ☐ Gold Title - \$2,000
- ☐ Silver Sponsor - \$1,000
- ☐ Bronze Sponsor - \$500
- ☐ Nickel Sponsor - \$200
- ☐ Copper Sponsor - \$100

#### ◆ *Superhero Fun Day (Please contact us)*

- \* Largest Ride Sponsor - \$2,200
- \* Medium Ride Sponsor - \$1,400
- \* Superhero Parade - \$1,000
- \* Small Ride Sponsor - \$875
- \* Large Infl. Act. Sponsor - \$600
- \* Small Inflatables Activity - \$300
- \* Small Activity - \$175
- ☐ The 43 Gold Club Sponsor - \$500
- \* T-shirt Sponsor - \$150

***Monetary Sponsorship for operational needs of the foundation or a capital campaign:***

- ☐ Partner - \$ \_\_\_\_\_  
☐ Supporter - \$ \_\_\_\_\_  
☐ Friend - \$ \_\_\_\_\_

***Service Provision Sponsorship for events:***

These distinctions are for sponsorships that provide a service at no-cost for our events.

- ☐ Please, list in detail the service you are offering for prior to which event:

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- ☐ Please, list in detail the service you are offering to be at which of our events.

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***Product/Merchandise/Items for events:***

These distinctions are for sponsorships that provide items at no-cost for us to give-away, sell, raffle, or auction.

- ☐ Please, list in detail the service you are offering for prior to an event:

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- ☐ Please, list in detail the service you are offering to be at which of our events.

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***Charitable Extras:***

- ☐ Please, list in detail the event or activity you are offering to host for Eli's Block Party.  
Include date, location, advertising plan, channel of funds collected:

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**Thank you!!**

