



SERVICE Above Self

Montgomery Sunrise Rotary Club and the Montgomery Sunrise Foundation Present

A \$10K Giveaway

The Montgomery Sunrise Rotary Club is holding a “\$10K Giveaway” fundraiser on March 26, 2021. It will be broadcast live from the RSA Activity Center on Facebook starting at 6:30 p.m. The links to join the livestream will be posted on the sunriserotary.org website. Due to COVID-19 protocols, attendance at the Activity Center will be limited. The in-person* version of this event will be filled with entertainment, heavy hors d’oeuvres, as well as the excitement of many prizes, including the finale of a \$10K Giveaway! Anyone wishing to attend the \$10K Giveaway in person must RSVP to rotarians@sunriserotary.org.

There are five sponsorship levels from which to choose to advertise your company during this event. Due to the size of the prize, we expect lots of eyes to be viewing both in-person and online, so this is a fantastic marketing opportunity to showcase your company and its support of Montgomery. Individual tickets for the giveaway can also be purchased for \$100 each.

Funds raised from the event will be used to support **River Region Trails** as they embark on the start of their project to develop over 30 miles of trails, starting in Montgomery and expanding into the surrounding areas. For more information on their work, click [here](#).



The Montgomery Sunrise Foundation is a 501(c)(3) charitable organization that will receive and distribute funds raised from this event.

If you have questions or need assistance with a sponsor application or event tickets, please contact a member of the Montgomery Sunrise Rotary Club or Sponsorship Committee Co-Chairs Rex Huxford at rexhuxford@synovus.com or Kathy Freyman at kfreyman@inspirien.net. Sponsor applications may be hand-delivered or e-mailed to a club member or mailed to the Montgomery Sunrise Foundation, P.O. Box 240794, Montgomery, Alabama 36124-0794.

*The in-person version of this event will follow the current requirements under Governor Ivey’s *Safer At Home* order. However, the club is prepared to host a fully virtual event should things change.



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Primary Sponsor Levels

Please complete the entire sponsor application form on the back page, including indication of your choice of sponsorship level. **It's very important that RSVPs for all guests are received by March 17 to allow the venue time to prepare for a safe event, following all of the recommended safety protocols.**

□ Premier Sponsor — \$5,000 The single Premier Sponsor receives the highest sponsor visibility at the event and on social media to acknowledge their support. This package includes:

- Attendance tickets for up to 8 individuals to the RSVP Only Event
- Opportunity for representatives of the company to purchase up to eight "\$10K Giveaway" tickets at **half the \$100 price****
- Exclusive listing on the front of the event program as the Premier Sponsor
- Online banner ad during online version of the event, highlighting your organization as a Premier Sponsor
- A 2-minute advertising spot during the event (in person or via video) to share information about your company
- Advertisement of your company as the premier Sponsor in the promotion of the event

□ Gold Sponsor — \$3,500 Gold Sponsors (limit of four) are the second highest profile sponsors. Gold Sponsors will receive significant visibility at the event and on social media to acknowledge their support. This package includes:

- Attendance tickets for up to 6 individuals to the RSVP Only Event
- Opportunity for representatives of the company to purchase up to six "\$10K Giveaway" tickets at **half the \$100 price****
- High-visibility listing in the program & on event signage
- Advertisement of your company as a Gold Sponsor in the promotion of the event
- Online banner ad during the online version of the event, highlighting your organization as a Gold Sponsor
- A 1-minute advertising spot during the event (in person or via video) to share information about your company

□ Silver Sponsor — \$2,500 Silver Sponsors (limit of ten) will be visibly recognized at the event and on social media to acknowledge their support. This package includes:

- Attendance tickets for up to 4 individuals to the RSVP Only Event
- Opportunity for representatives of the company to purchase up to four "\$10K Giveaway" tickets at **half the \$100 price****
- Advertisement of your company as a Silver Sponsor in the promotion of the event
- Prominent listing in the program & on event signage as a Silver Sponsor
- Online banner ad during the online version of the event, highlighting your organization as a Silver Sponsor
- A 30 second advertising spot during the event (in person or via video) to share information about your company

□ Bronze Sponsor — \$1,500 Bronze Sponsors (limit of ten) will be recognized at the event and on social media to acknowledge their support. This package includes:

- Attendance tickets for up to 4 individuals to the RSVP Only Event
- Advertisement of your company as a Bronze Sponsor in the promotion of the event
- Listing in the program & on event signage as a Bronze Sponsor
- Online banner ad during the online version of the event, highlighting your organization as a Bronze Sponsor

Additional Sponsor Levels

□ Contributing Sponsor — \$600 The Contributing Sponsor level is perfect for an individual who wants to participate in the charitable efforts of the Montgomery Sunrise Rotary club. This package includes:

- Attendance tickets for up to 2 individuals to the RSVP Only Event
- Advertisement of your company in the promotion of the event
- Listing in the program, as well as on event and online signage as a Contributing Sponsor

All attending sponsors receive hors d'oeuvres, two drink tickets and the evening program. Sponsors wishing to attend the event must RSVP by March 17, 2021 to rotarians@sunriserotary.org

Half price "\$10K Giveaway" tickets available on a first come first served basis, up to the **28 max ticket allotment set aside for sponsors.

Promotional Benefits for all Sponsors

All sponsors may provide a logo in a format acceptable to us for electronic display at the event and on event signage, commensurate with their sponsorship level. In addition, sponsors will be recognized on the event website,

via social media (event Facebook page and Twitter), and by public acknowledgement during the event.

Logos must be submitted no later than February 28, 2021, to Rotarians@sunriserotary.org to ensure inclusion on event signage.

Regarding “In Kind” sponsorships: The Event Committee can approve “In Kind” sponsorship for those who are interested. Each case will be evaluated on an individual basis. In general, “In Kind” sponsors must provide services or products that will (a) enhance the success of the event and (b) whose regular value is greater than the cost of the level of sponsorship requested.

Important Dates and Information:

Early Bird Deadline: For maximum leverage of your brand in the multiple advertising opportunities for the event, logos and other company information should be received prior to February 15, 2021.

Final Sponsorship Deadline: The deadline to ensure inclusion in the event program and on event signage is February 28, 2021. Sponsor payments are due no later than February 28, 2021.

Artwork and Digital Media: If you submit logos or artworks, you must submit such information on CD-ROM, thumb drive or by email to the Rotarian working with you. Logos and artwork **MUST** be in a high-resolution format for the best quality of reproduction. Acceptable formats are PDF, TIFF, PNG or PDS. You must have our artist’s approval for submission in alternative formats. We are not responsible for loss of quality in the reproduction of images onto signs, banners, multimedia presentations or other items used to display sponsor information for the event.



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Sponsor Application Form - Sponsor Information Page

Please complete the entire form and indicate your chosen sponsorship level. Date: _____

Sponsor Name: _____ Individual Business

Contact Name: _____ Contact Phone: _____

Physical Address: _____ City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Mailing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Chosen Sponsorship Level (as described on prior pages): _____

Total Donation Amount: \$_____ Make checks payable to Montgomery Sunrise Foundation. I agree to become a sponsor for the Montgomery Sunrise Rotary Club \$10,000 Giveaway held on March 26, 2021 as described and attached in this agreement.

Authorized Signature

I have witnessed and approved the above signature.

Montgomery Sunrise Rotary Club Member/
Representative

All Funds donated to the Montgomery Sunrise Foundation must be received no later than February 28, 2021, any deviations from this Agreement must have the consent of both parties and be confirmed in writing. A copy of this document, signed by a Club member or Representative, will serve as your receipt for your donation.

The Montgomery Sunrise Foundation, Inc. is an exempt organization under the provisions of section 501(c)3 of the Internal Revenue Code of 1989. Contributions to the foundation are tax deductible in all or in part. Please be aware that amounts paid in exchange for goods or services are not deductible for federal income tax purposes.

