



50th Anniversary Sponsor Benefits

The Platinum Anniversary Event Series Sponsor: \$15,000

This Platinum Sponsorship opportunity offers the largest number of benefits and the longest duration of exposure to StayWell's patients, donors and vendors. Your company is represented for the duration of 2022 at 5 community grassroots events and potentially 12 additional peer to peer fundraisers. This year-long commitment for your company to be recognized includes the following generous marketing opportunities:

- Video montage of sponsor logos on StayWell's website and social media accounts
- Feature on pre-event marketing for each event
- Verbal recognition during host speeches at events
- 8 tickets to each event
- 8 Drink tickets- Anniversary Fete
- Company provided items included in a swag bag at the Block Party
- Advertisement/announcement in Quarterly Newsletter similar to pre-event marketing
- Insert in StayWell's 50th Anniversary Promotional Booklet
- Signage including sponsor logos at ALL events during 2022
- Vendor Table at Block Party
- Logo on Block Party T-shirts
- Tag on StayWell social media in gratitude posting
- Single slide feature on StayWell Sponsor reel at all events
- Waiting Room monitor advertisement for 12 months

The Golden Anniversary Event Series Sponsor: \$10,000

This Golden Sponsorship opportunity offers the largest number of benefits and the longest duration of exposure to StayWell's patients, donors and vendors. Your company is represented for the duration of 2022 at 5 community grassroots events and potentially 12 additional peer to peer fundraisers. This year-long commitment for your company to be recognized includes the following generous marketing opportunities:

- Video montage of sponsor logos on StayWell's website and social media accounts
- Feature on pre-event marketing for each event
- Verbal recognition during host speeches at events
- 4 tickets to each event
- 4 Drink tickets- Anniversary Fete
- Insert in StayWell's 50th Anniversary Promotional Booklet
- Signage including sponsor logos at ALL events during 2022
- Vendor Table at Block Party
- Logo on Block Party T-shirts
- Tag on StayWell social media in gratitude posting

- Company provided items included in a swag bag at the Block Party
- Advertisement/announcement in Quarterly Newsletter similar to pre-event marketing
- Single slide feature on StayWell Sponsor reel at all events
- Waiting Room monitor advertisement for 6 months

Premier Single Event Sponsor: _____ \$5,000

This sponsorship supports StayWell as we host a grassroots event designed to bring awareness to patients and donors alike. Your company will receive the following benefits:

- Feature on pre-event marketing
- Signage at event
- Vendor table at Block Party (if this event is chosen)
- Tag on StayWell social media in gratitude posting
- Waiting Room monitor ad 2 months
- 4 Tickets to event of your sponsoring
- 4 Drink tickets- Anniversary Fete if this event is chosen
- Company provided items included in swag bag at the Block Party
- Feature on Sponsor Reel

Single Event Sponsor: _____ \$2,500

- Sponsor reel slide on specific event
- Tag on StayWell social media in gratitude posting
- Table at Block Party if Chosen
- 2 Tickets to event of your sponsoring
- 2 Drink tickets- Anniversary Fete if chosen
- Waiting Room monitor ad 1 month

Soiree Sponsor: _____ \$1,000

A new initiative for StayWell designed to broaden our sphere of influence. These intimate gatherings that can be as few as 15 guests or more will be hosted by current StayWell donors. The setting varies from individual homes or private settings after business hours over cocktails and hors d'oeuvres. Board and Resource Development Council members invite business colleagues, friends, relatives and share why they support StayWell and ask attendees to join them. The goal for this first year is \$1,000 per Soiree. By choosing this Matching Gift Sponsorship you will enable StayWell to provide matching gift incentives for the attendees allowing us to potentially raise \$24,000.

50th Anniversary Event Descriptions:

- 1. Ribbon Cutting- Kick Off mini celebration with the press and local dignitaries to Launch StayWell's 50th Anniversary Year.** Local Exposure to Community Providers and Patients of that Day
- 2. GIVE LOCAL:** Two day on-line give-a-thon that heavily leans on Social Media Activity within 21 Towns of CT (visit here for full description of last year's event <https://www.givelocalccf.org/organizations/staywell-health-center>). There are many opportunities to double funds and strategic times to give to increase StayWell's ability to win prizes)
- 3. Old School Block Party:** Onsite at our main location at 80 Phoenix Ave, Waterbury, CT, we will be hosting patients and community members with food, music, games and valuable healthcare information. Anticipated attendance 200 plus attendees including vendors and community providers.
- 4. 9th Annual Summer's End Fete, 50th Anniversary Edition:** An elevated BBQ under the Summer's End Stars. Festivities at this beautiful evening include music, raffles, silent auction items and reminiscing through StayWell's history. Anticipating over 300 guests takes advantage of the joys still to be found in a Summer's End evening.
- 5. A Celebration of Life:** As a long time provider of healthcare and case management to the HIV/AIDS community, StayWell will recognize World AIDS Day and honor the lives of amazing survivors. This premier event will draw from the HIV/AIDS community and those who support them throughout Connecticut. It will include live music, dancing, contests, awards and more.
- 6. Peer to Peer Soirees:** Do you enjoy hosting gatherings and socializing? Consider hosting a Peer to Peer Soiree to help facilitate StayWell's reach within your community. Enjoy an evening of light cocktails and hors d'oeuvres while discussing the impact StayWell has on over 26,000 patients yearly.