



# 14th Annual Blue Jeans Ball

Sunday, April 23, 2017 • Marriott Marquis Hotel

## Sponsorship Opportunities and Benefits

### Traditional Sponsorships

*New this year: Tailored sponsor recognition with dedicated social media posts*

#### Privé Sponsor

- Presenting sponsor rights: “Blue Jeans Ball presented by {your company name/logo}”
- Customized benefits: CAFB will work with you to customize the benefits that are most beneficial to you or your company, including but not limited to the benefits outlined below
- Please contact us to discuss the possibilities

#### Designer Sponsor: \$25,000

*Provides 62,500 meals*

- 10 VIP Reception tickets
- One table of 10 near stage and your choice in placement
- Designated wait staff for table to provide drinks and tastings throughout the evening
- Special on-stage recognition
- One full-page ad in event program
- 5 social media dedicated posts prior to event, 2 social media dedicated posts post event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)
- Complimentary parking
- Prominent placement of name/company logo will be showcased above/before sponsors at lower levels, event program, website, and event signage



#### Custom Fit Sponsor: \$10,000

*Provides 25,000 meals*

- Recognition in event program, website, and event signage
- 6 VIP Reception tickets
- One table of 10
- Acknowledgement from stage
- Half-page ad in event program
- Designated wait staff for table to provide drinks and tastings throughout the evening
- 3 social media dedicated posts prior to event, 1 social media dedicated posts post event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)

#### Dark Blue Sponsor: \$5,000 (limited availability at this level)

*Provides 12,500 meals*

- Recognition in event program, website, and event signage
- 4 VIP Reception tickets
- 2 social media dedicated posts prior to event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)
- One table of 10



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### Link your Brand to a Unique Component of the Blue Jeans Ball

*New this year: Sponsor one part of the event, and guests will notice your impact!*

#### **VIP Reception: \$30,000**

*Provides 75,000 meals*

- Exclusive logo placement on VIP reception signage
- Representative can say a few words during VIP event
- Recognition on Blue Jeans Ball website and event signage
- 10 tickets (access to VIP reception; standing room only)
- Half-page ad in BJB event program
- 3 social media dedicated posts prior to event, 1 social media dedicated posts post event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)



#### **Live Appeal Match: (up to) \$50,000**

*Provides 125,000 meals*

- Invite email (circa 40,000 recipients) announces that your company will match funds raised during live appeal
- 2 social media dedicated posts before event, 2 social media dedicated posts after event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)
- Inclusion of name/logo in event thank you email to all attendees
- Representative from your company is invited to say speak for one minute during live appeal
- Live auctioneer match sponsor on stage
- 10 tickets (access to VIP reception; standing room only)





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## Sponsorship Opportunities and Benefits

### Photo Booth: \$10,000

*Provides 25,000 meals*

- All printed pictures include name/logo
- 5 tickets (access to VIP reception; standing room only)
- 2 social media dedicated post when the CAFB shares pictures post event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)



### DJ Booth: \$5,000

*Provides 12,500 meals*

- Name/logo on DJ booth at event and listed in event program
- 2 tickets (access to VIP reception; standing room only)
- DJ thanks sponsor during event 2 times
- 1 social media dedicated post (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)

### Social Impact Sponsor: \$35,000

*Provides 87,500 meals*

- Name/logo in video depicting event impact, debuted live to full event audience
- Video, with your company co-branded, sent to 1,000 attendees in thank you email
- Video used in promotion for 2018 Blue Jeans Ball, on webpage with over 5,500 hits
- Emcee announcement on stage ("This video is made possible by [your company]")
- 2 social media dedicated posts before event, 2 social media dedicated posts after event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)

### Activation Booth: \$10,000

*Provides 25,000 meals*

- Space for your company to activate at event with branded materials, products, and people
- Your company's space is listed in event map, program, and website
- 10 tickets (access to VIP reception; standing room only)
- 2 social media dedicated posts before event, 2 social media dedicated posts after event (27.3k total followers: 17.1k on Facebook; 7.8k on Twitter; 1.4k on Instagram)



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## Sponsorship Commitment Form

**Please complete this form by March 10, 2017 to be included in event program.**

Online sponsor registration can be completed at [capitalareafoodbank.org/blue-jeans-ball](http://capitalareafoodbank.org/blue-jeans-ball). Questions? Contact Christel Hair at 202-644-9838 or [chair@capitalareafoodbank.org](mailto:chair@capitalareafoodbank.org).

### Contact Information

Sponsor/Corporation Name (as it will appear on all materials)

\_\_\_\_\_

Contact Name

\_\_\_\_\_

Address (street, city, state, zip)

\_\_\_\_\_

Contact Phone

\_\_\_\_\_

Contact Email

\_\_\_\_\_

Twitter Handle/Facebook Page/Instagram

\_\_\_\_\_

### Commitment

- Prive Sponsor (We'll be in touch to discuss details)
- Designer Sponsor (\$25,000)
- Custom Fit Sponsor (\$10,000)
- Dark Blue Sponsor (\$5,000)
- VIP Reception (\$30,000)
- Live Appeal Match (\$50,000)
- Photo Booth (\$10,000)
- DJ Booth (\$5,000)
- Social Impact Sponsor (\$35,000)
- Activation Booth (\$10,000)

### Payment Information

Enclosed is my check for \$\_\_\_\_\_, payable to the Capital Area Food Bank.

Please charge \$\_\_\_\_\_ to my credit card:

Name on card: \_\_\_\_\_

Account number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Return form via email to [chair@capitalareafoodbank.org](mailto:chair@capitalareafoodbank.org) or mail to Capital Area Food Bank, Attn: Blue Jeans Ball, 4900 Puerto Rico Ave NE, Washington, DC 20017