

DANCING WITH THE



RICHMOND STARS

Dear Friends,

Thank you for the opportunity to submit this proposal for a sponsorship of Dancing with the Richmond Stars to be held on May 18, 2018. As a former sponsor, we wanted to take a moment to thank you for your past support. Since 2011, the event has raised over \$609,000 for various services at Children's Hospital of Richmond at VCU (CHoR), including \$85,000 in 2017 to bring customized thematic environments to two MRI and CT rooms in the hospital's Children's Pavilion. Thank you for the part you have played in our past success.

Children's Hospital Foundation, which supports CHoR, has designated the funds from the 2018 Dancing with the Richmond Stars for a very special project. Funds will be used for a Children's Alcove in the new Virginia Treatment Center for Children (VTCC) facility. The VTCC is the mental health arm of Children's Hospital of Richmond at VCU, and the Children's Alcove will feature colorful seating, interactive gel block flooring, and an activities area.

Dancing with the Richmond Stars is now in its eighth year, and with your help, this year's event will be our most successful yet. It is already creating considerable excitement in the community, resulting in recruitment of a fabulous lineup of local stars. Each star will be paired with a professional dancer, and they will all dance their hearts out to raise money and take home the Top Star award.

This event will generate outstanding publicity for the event sponsors. An added bonus is that it will be a truly fun evening, with plenty of laughter and lighthearted competition as our stars go toe-to-toe and our celebrity judges critique the performances. Immediately following the performances we will have a spectacular After Party with Sweets and Savories, Bubbles and Beer as well as music and dancing!

Included is information regarding sponsorship opportunities, as well as an event synopsis and a sponsorship agreement form. Please let us know if you need further information or have any questions. Thank you for your consideration.

Sincerely,

Karen Shutz
Committee Chairman

Susan Adolf
Committee Chairman

Charlotte Roberts
Committee Chairman



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Sponsorship Opportunities - Showcase your commitment to excellence in pediatric health care by supporting Children's Hospital of Richmond at VCU.

Presenting Sponsor

\$12,000

One available - Reserved

As the Presenting Sponsor of Dancing with the Richmond Stars, you will receive:

Major recognition in all media, advertising and at the event, including:
Prominent recognition in the event program,
Banner exposure at the event,
Logo on event website and Children's Hospital Foundation event web-page
and 10 tickets to the show and reception

Waltz Level

\$7,500

As the Waltz Level Sponsor of Dancing with the Richmond Stars, you will receive:

Recognition in all media, advertising and at the event, including:
Logo recognition in the event program,
Logo on event website and Children's Hospital Foundation event web-page
and 8 tickets to the show and reception

Tango Level

\$5,000

As a Tango Level Sponsor of Dancing with the Richmond Stars, you will receive:

Recognition in all media, advertising and at the event, including:
Logo recognition in the event program,
Logo on event website and Children's Hospital Foundation event web-page
and 6 tickets to the show and reception

Cha Cha Level

\$2,500

As a Cha Cha Level Sponsor of Dancing with the Richmond Stars, you will receive:

Recognition in all media, advertising and at the event, including:
Logo recognition in the event program,
Logo on event website and Children's Hospital Foundation event web-page
and 4 tickets to the show and reception

Swing Level

\$1,000

As a Swing Level Sponsor of Dancing with the Richmond Stars, you will receive:

Logo recognition in the event program,
Name listed on event website and Children's Hospital Foundation event web-page
and 2 tickets to the show and reception

Event Video Sponsor

\$1,000

As the Event Video Sponsor of Dancing with the Richmond Stars, you will receive:

Logo recognition on artwork of all DVD copies,
Logo recognition in credits of video,
Name listed on event signage and website
and 2 tickets to the show and reception



VCU Medical Center
Virginia Commonwealth University
MCV Hospitals Auxiliary



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Sponsorship Agreement

Yes, we would like to support Dancing with the Richmond Stars at the following sponsorship level:

___ Presenting Sponsor - \$12,000 (Tax deductible portion \$11,650) - **Reserved**

___ Waltz Level Sponsor - \$7,500 (Tax deductible portion \$7,220)

___ Tango Level Sponsor - \$5,000 (Tax deductible portion \$4,790)

___ Cha Cha Level Sponsor - \$2,500 (Tax deductible portion \$2,360)

___ Swing Level Sponsor - \$1,000 (Tax deductible portion \$930)

___ Event Video Sponsor - \$1,000 (Tax deductible portion \$930)

Payment Options:

_____ Check is enclosed (**Please make check payable to MCV Hospitals Auxiliary**)

Payment will be mailed on _____ (date)

Company name as it should appear in promotional materials (if applicable):

Contact Name _____

Address _____

Telephone _____ Email _____

Signature _____

Contributions are tax deductible as permitted by federal and state tax laws. MCV Hospitals Auxiliary of VCUHS is a 501(c)(3) charitable organization. Federal Tax ID 54 – 0990333.

Please return this form along with your payment to:

MCV Hospitals Auxiliary
c/o Gary Zimmermann
1719 Bedwyn Lane
Midlothian, VA 23112

Questions about sponsorships? Please call Stephanie Allan at 804-228-5827 or email sallan@chfrichmond.org

