**SPONSORSHIP PACKAGE**



**30th Annual Rock-A-Thon**



Rock-A-Thon is a one-of-a-kind, annual two hour rocking event. Our 2020 theme is **‘All of God’s Children’**. This year, we plan to also have a kid’s zone area and family fun activities for rockers of all ages.

Our rockers gather together to rock in rocking chairs for donations to benefit McCoy’s clients and promote awareness of Alzheimer’s, Dementia, etc. Contributions are tax-deductible and 100% of all donations go to provide services for clients and caregivers of McCoy Adult Day Care Center.

The Rock-A-Thon **provides an increasingly rare opportunity** for company exposure to hundreds of Birmingham families, residents, and community leaders. Be a part of one of the most important community efforts in Birmingham to assist frail & fragile adults by becoming one of our corporate sponsors. We need you to make it happen!



**ST. MARK’S UMC ● FEBRUARY 22, 2020**

**www.mccoyadultdaycare.com**

**Presenting Sponsor $10,000**

Rock-A-Thon offers **only one (1) Presenting level sponsorship** opportunity. You would be our exclusive title sponsor. Benefits of the Presenting level include:



**> BRAND RECOGNITION**

* Logo and 100 word statement included on website
* Company name/logo has dominant presence on front of t-shirt, fundraiser print materials, banner, and press
* Special presentation/recognition at event
* Opportunity to brand a rocking chair for the event
* Company executive invited as official rocker to start Rock-A-Thon
* Opportunity to set up Vendor Booth inside the venue hall
* Company’s literature, promos in fundraiser packet
* Ten (10) complimentary t-shirts

**> MEDIA**

* Title sponsor in all media promotions
* Birmingham Business Journal thank you ad
* Five (5) social media promotions





**Platinum Sponsor $5,000**

Rock-A-Thon offers **two (2) Platinum level sponsorship** opportunities. Our platinum level sponsorship provides a unique tabling opportunity/booth position. Benefits of the platinum level sponsorship include:



**> BRAND RECOGNITION**

* Logo and 75 word statement included on website
* Name/Logo on all fundraiser print materials
* Logo on sleeve of t-shirt & event signage
* Opportunity to brand a rocking chair for the event
* Opportunity to set up Vendor Booth
* Company’s literature, promos in fundraiser packet
* Eight (8) complimentary t-shirts

**> MEDIA**

* Three (3) social media promotions



**Gold Sponsor $2,500**

Rock-A-Thon **offers four (4) Gold level sponsorship** opportunities. Benefits of the gold level sponsorship include:

* Listed on event signage
* Opportunity to brand a rocking chair for the event
* Company’s literature, promos in fundraiser packet
* Six (6) complimentary t-shirts

**> MEDIA**

* Thank you on our social media

**> BRAND RECOGNITION**

* Logo listed on our website
* Name/Logo on all fundraiser print materials
* Logo on fundraiser t-shirts

**Silver Sponsor $1,000**

Rock-A-Thon **offers five (5) Silver level sponsorship** opportunities. Benefits of the silver level sponsorship include:

**> BRAND RECOGNITION**

* Logo listed on our website
* Name/Logo on all fundraiser print materials
* Logo on fundraiser t-shirts
* Listed on event signage
* Company’s literature, promos in fundraiser packet
* Four (4) complimentary t-shirts

**> MEDIA**

* Thank you on our social media

**Bronze Sponsor $500**

Rock-A-Thon **offers six (6) Gold level sponsorship** opportunities. Benefits of the gold level sponsorship include:

* Name on fundraiser t-shirts
* Listed on event signage
* Three (3) complimentary t-shirts

**> MEDIA**

* Thank you on our social media

**> BRAND RECOGNITION**

* Listed on our website
* Name on all fundraiser print materials

**Rocking Sponsor $250**

The Rock-A-Thon provides a great, **unlimited** opportunity to promote your commitment and contribution. The Rocking sponsorship includes:

* Name on all fundraiser print materials
* Listed on our website
* Two (2) complimentary t-shirts
* Two (2) tickets to exclusive VIP event



**Vendor Opportunities (4) $125**

Become a vendor at the 30th Annual Rock-A-Thon. The organizations and businesses that participate in this year’s Rock-A-Thon contribute to providing senior care services and a sense of community togetherness.

**Kids Zone Sponsor\***

Be the title sponsor for the Rock-A-Thon kids’ zone area by providing rocking horses, face painting, group activities, etc. **or give/add $2500** (\*Gold Benefits) to any sponsorship level.

**Donations**

The Rock-A-Thon accepts donations! All donations will receive a text-based acknowledgement on our Rock-A-Thon web page and are tax-deductible.

**How To Give**

Online: Donate to United Methodist Center for Senior Citizens with PayPal

**How To Give**

By check: McCoy Adult Day Care 730 8th Ave W Suite 102 Birmingham, AL 35204

**How to Give**

By smartphone: CashApp: $McCoyADC

**Questions:** Please contact: Vivian Story, Director by email: **vivian@mcCoyADC.com** or by phone: **(205) 251.2178**.

**THANK YOU**

We look forward to including your organization as a sponsor of the 2020 Rock-A-Thon