

## Eli's Block Party Sponsor Packet

Thank you for your interest in supporting Eli's Block Party Childhood Cancer Foundation.

We need community partners to succeed in our mission of furthering innovative pediatric brain cancer research. We have an opportunity to grow our car show and make a bigger impact on childhood cancer funding and awareness.

These policies are for sponsorships, whereby a business, organization, or club receives recognition in exchange for supporting Eli's Block Party with cash, service, or merchandise. Monetary donations, which are not the same as a sponsorship, are accepted at any time throughout the year. Eli's Block Party will not issue charitable tax receipts in return for sponsorships. Only monetary donations of \$250 and above will receive a letter that can be used as a charitable tax receipt. For donations under \$250, patrons may use their check stub or financial statement.

### Sponsor Details

Eli's Block Party has several sponsor opportunities, from monetary to services to merchandise. Timing is everything. To take full advantage of your advertising dollar, sign up early. EBP plans months in advance of an event. EBP will not sacrifice quality over insufficient time allowed, nor will we be wasteful of previously printed materials.

Eli's Block Party currently offers four types of sponsorship opportunities.

1. *Monetary* - The foundation is dependent upon receiving cash support from donors.
2. *Service* - Sponsorships in the form of providing a needed service.
3. *Product/Merchandise* - Sponsorships in the form of items.
4. *Charitable Extras* - Sponsorships in the form of hosting an event on behalf of Eli's Block Party or the foundation's participation in activities outside our normal calendar.

### Sponsor Levels

Eli's Block Party hosts a spring car show, and we also incur operational costs.

***Monetary Sponsorship for events:*** These levels are for monetary sponsorships that offset the cost of the car show so that more money goes to our mission. For monetary support, we require that a high-resolution logo (not one copied off the internet, but a printable, high-resolution jpg, or png file) be emailed to us immediately upon applying for a sponsorship. These are not exclusivity sponsorships and inclusion in advertising depends on how early the sponsorship is purchased. If printing is complete or material has already been submitted to the printing outlet at the time a sponsorship is purchased, it will be impossible to receive the full measure of advertising.

### ***Eli's Block Party Car Show***

Currently, Eli's Block Party hosts a car show in Athens, Alabama in the spring. The judged show is open to all makes and models. Music, food, and vendors are at all the shows. The show is family-oriented and features a local cancer kid to choose a favorite car. We award almost 50 trophies and recognitions, including Best of Show and a Best of Featured Class.

1. **Title Sponsor - \$2,000:** Logo on all advertising, social media. Booth space at the event, Sponsor's Choice Award to give out.
2. **Silver Sponsor - \$1,000:** Logo on all advertising, social media coverage, space at the event, Sponsor's Choice Award to give out.
3. **Bronze Sponsor - \$500:** Logo on all advertising, social media coverage, space at the event, Sponsor's Choice Award to give out.
4. **Nickel Sponsor - \$200:** Logo on all advertising, social media coverage, space at the event, Sponsor's Choice Award to give out.

### ***Service Provision Sponsorship for events***

These distinctions are for sponsorships that provide a service at no cost for our events.

1. For any service provided in preparation for and prior to an event or activity, at which the sponsor does not have a promotional presence, the foundation will post recognition on our website, on social media, and at the event in announcements.
2. For any service provided for an event at which the sponsor has a promotional presence, the foundation will recognize the sponsor on social media, and in event announcements.

### ***Product/Merchandise/Items Provision for events***

These distinctions are for items given at no cost for us to give away, sell, raffle, or auction.

1. For any items provided for an event or activity, on which there is no printed or identifiable advertising for the sponsor (including no business cards attached) the foundation will post recognition on our website, on social media, and at the event in announcements.
2. For any items provided for an event on which the sponsor has promotional markings in any form, or on which is attached a business card, the foundation will recognize the sponsor on social media, and at the event in announcements.

### ***Charitable Extras***

Situations offered to EBP outside its own fundraising mechanics. These fall into two categories:

1. **Charitable Hosting:** Businesses, organizations, clubs, schools, or individuals hosting an event or activity to raise money for EBP. The foundation is honored to be recognized and is happy to support through our social media any effort for which funds will be donated to our foundation. However, because of budgeting and the strains on our volunteers for our own events, the foundation is unable to share in the expense or provide volunteers.
2. **Charitable Activity:** Fundraising is sometimes initiated by Eli's Block Party through participation in charity nights at restaurants, or to sell items for a business in exchange for a portion of the profits. These activities are organized internally and scheduled according to available resources and projected profit. Such participation must be approved by the foundation director. Once approved, the Charitable Extras coordinator will pursue it.

### **Exclusivity**

Title or Top sponsorships do not include exclusivity. Exclusivity rights for a single event must be negotiated and agreed upon in a contract, then paid in full no less than six months out from the event. Without exclusivity rights, Eli's Block Party reserves the right to pursue multiple sponsors, including sponsorships from competing businesses and organizations.

### **Hold Harmless Statement**

This agreement is made upon the express condition that Eli's Block Party Childhood Cancer Foundation, its agents and volunteers shall be free from all liabilities and claims for damages and/or suits for or by reason of any injury, or death to any person or property of the Permittee, its agents, or third parties, from any cause or causes whatsoever, and the Permittee hereby covenants and agrees to indemnify, defend, save and hold harmless Eli's Block Party Childhood Cancer Foundation, its agents and volunteers from all liabilities, charges, expenses and costs on account of or by reason of any such injuries, deaths, liabilities, claims, suits or losses however occurring or damages growing out of the same. (continued with form...)

## **Eli's Block Party Sponsorship Form (complete and mail/email)**

To submit an application by mail, download and print this form, then complete it and mail it with a check for your selected sponsorship.

The address is:           Eli's Block Party Childhood Cancer Foundation  
                                  24900 Savannah Trail  
                                  Athens, Alabama 35613  
                                  or elisblockparty@gmail.com

Company Name: \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

Company Telephone Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Please read the statement below and check the box beside the statement that applies.

- I understand that I must email a high-resolution logo (not one off of or for a website) to [kristie@elisblockparty.org](mailto:kristie@elisblockparty.org) as soon as possible for printing purposes.
- I have read and understand the details of the Sponsor Application Packet and the details of the sponsorship I choose below.
- I have not read the details of the Sponsor Application Packet and agree to proceed with the sponsorship as I have marked below.

Please, choose your support by checking the boxes that apply.

### ***Monetary Sponsorship for events, activities, or programs:***

#### **◆ *Eli's Block Party Car Show***

- Gold Title - \$2,000
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Nickel Sponsor - \$200

#### ***Monetary Sponsorship for operations:***

- Partner - \$ \_\_\_\_\_
- Supporter - \$ \_\_\_\_\_
- Friend - \$ \_\_\_\_\_

***Service Provision Sponsorship for events:***

These distinctions are for sponsorships that provide a service at no-cost for our events.

Please, list in detail the service you are offering and for which event:

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Please, list in detail the service you are offering to be at which of our events.

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***Product/Merchandise/Items for events:***

These distinctions are for sponsorships that provide items at no-cost for us to give-away, sell, raffle, or auction.

Please, list in detail the service you are offering for which event:

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Please, list in detail the service you are offering to be at which of our events.

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***Charitable Extras:***

Please, list in detail the event or activity you are offering to host for Eli's Block Party.  
Include date, location, advertising plan, channel for funds collected:

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**Thank you!!**

