

CASE FOR SPONSORSHIP

Your support as an event sponsor is an excellent opportunity for your business to showcase your philanthropic investment in the community, while helping raise awareness and much needed funds to provide everyday aid to those fighting cancer.

Create, Develop and Enhance Credibility

Getting involved with an event and being seen as dependable and supportive will help build relationships.

Highly Targeted Marketing

Events draw an audience with a philanthropic mindset that will be more likely to support corporations that support the causes they believe in.

Leveraged Lead Generation

The majority of people who attend an event will most likely know others with similar interests who are likely to recommend you to their connections.

Media Exposure

Event sponsors get the benefit of their brand being included throughout event promotions, which could provide extended exposure and visibility in untapped markets.

Brand Awareness & Recognition

Being recognized as a sponsor with logo placement in a variety of places such as flyers, websites, marketing campaigns, and more will increase your brand awareness in the community.

Form New Business Partnerships

Tabling opportunities on site of an event can create new professional relationships with other sponsors, vendors, speakers, and attendees.

Community Involvement and Giving Back

Corporations that show generosity for a cause through events will send a message to attendees that they are genuinely interested in providing support, and will appeal to the audience.

Tax Deduction & Write Off

As always, we suggest that you consult with your tax advisor on all charitable contributions.

The Guiding Hand Foundation is devoted to supporting the essential daily needs of individuals and families with cancer.



PO Box 655
Sioux Falls, South Dakota 57101

605.937.8774
GuidingHandSD.org



GuidingHandSD

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ABOUT US

The story of the Guiding Hand Foundation began several years ago with a spectacular young woman, whose courageous battle with breast, liver & kidney cancer inspired those around her to live their lives to the fullest.

Established in 2013 and officially founded as a 501 (c) (3) nonprofit in 2015, The Guiding Hand Foundation exists to provide relief to patients and families currently in active cancer treatment. All funds raised stay within the Sioux Empire region and go to help those right here in our local community.

The programs created and supported by The Guiding Hand Foundation, help provide the much needed bridge of relief with the everyday essential needs such as mortgage, rent, utilities and more.

By doing this, we not only take some stress off of the family, but it also allows for individuals and families who have been struck by cancer to focus on what matters most... their health.

The Angels of Light Benefit, is one of the Sioux Empire region's most anticipated events. This "night-out-on-the-town" casual attire event continues to be our biggest and most special event yet!!

We will once again acknowledge the work that this organization has done in our local community and the honor of being able to help individuals and families right here in the Sioux Empire region with a sponsor celebration full of unique one-of-a-kind auction items, signature drinks, some of the areas finest foods and then ending the night with a concert by one of country music's hottest new national recording artists.

Saturday, September 21, 2018

The District
4521 West Empire Place • Sioux Falls, South Dakota
6pm - 11pm

3rd Annual

Angels of Light

Benefit

SPONSORSHIP OPPORTUNITIES

a fundraising event for



The District
4521 West Empire Place
Sioux Falls, South Dakota

september
21
benefit doors
6:00 pm
concert doors
8:30 pm

PRESENTING SPONSOR - \$10,000

Exclusive Spot

As the Presenting Sponsor, your organization will be the prime sponsor of the benefit with exclusive perks that establish your presence as a company that is committed to helping provide support for the daily essential needs of individuals and families with cancer.

Benefits:

- Opportunity to welcome guests as they enter for the event
- Ten complimentary all exclusive event tickets with ten beverage tickets
- Private suite for above ten guests to enjoy the concert
- Invitation to the Sponsor Celebration
- Company logo featured prominently on all marketing materials & on GuidingHandSD.org
- Company logo on all media release
- Quote from top executive to be featured in media release
- One-on-one interview with top executive, per media interest
- Social media mentions
- Recognition by emcee at the event
- Company logo on the event program/slide
- Six meet & greet artist passes (per granted access)

SPONSOR CELEBRATION - \$7,500

Exclusive Spot

Premier sponsor of the Sponsor Celebration. Pre-event festivities that honors all sponsors that have supported The Guiding Hand Foundation.

Benefits:

- Company logo featured on co-branded signage & displayed at Sponsor Celebration
- Opportunity to address invited guests of Sponsor Celebration
- Ten complimentary all exclusive event tickets with ten beverage tickets
- Private suite for the above ten guests to enjoy during the concert
- Company logo featured in marketing materials & on GuidingHandSD.org
- Social media mentions
- Recognition by emcee at the event
- Company logo on the event program/slide
- Two meet & greet artist passes (per granted access)

AFTER PARTY SPONSOR - \$7,500

Exclusive Spot

Keep the post-concert party going as guests enjoy music, beverages and other attendees.

Benefits:

- Company logo featured on co-branded signage, & displayed at the After Party
- Ten complimentary all exclusive event tickets with ten beverage tickets
- Private suite for the above ten guests to enjoy during the concert
- Company logo featured in marketing materials & on GuidingHandSD.org
- Social media mentions
- Recognition by emcee at the event
- Company logo on the event program/slide
- Two meet & greet artist passes (per granted access)

SPONSORSHIP OPPORTUNITIES

HORS D'OEUVRES SPONSOR - \$5,000

Exclusive Spot

Sponsorship here allows a selection of tasty bites that will be served to guests throughout the benefit on your behalf.

Benefits:

- Company logo on event signage that will be displayed through-out hors d'oeuvres selection
- Eight complimentary tickets with eight beverage tickets
- Reserved table for the above eight guests
- Company logo in marketing materials & on GuidingHandSD.org
- Social media mentions
- Recognition by emcee at the event
- Company logo on the event program/slide

SOCIAL HOUR SPONSOR - \$5,000

Exclusive Spot

Your company will start the night right with fine wines, hand-crafted beers, cocktails and sodas available to all guests.

Benefits:

- Company logo on co-branded signage displayed near all bars
- Opportunity to select &/or name event "signature drink"
- Eight complimentary tickets with eight beverage tickets
- Reserved table for the above eight guests
- Company logo in marketing materials & on GuidingHandSD.org
- Social media mentions
- Recognition by emcee at the event
- Company logo on the event program/slide

SWEET DESSERTS SPONSOR - \$4,000

Exclusive Spot

Be the sole sponsor to dive into the sweet tooth of everyone, with the yummy treats and dessert station.

Benefits:

- Company logo on co-branded signage displayed at dessert station
- Four complimentary tickets with four beverage tickets
- Reserved half table for the above four guests
- Company logo in marketing materials & on GuidingHandSD.org
- Social media mentions
- Recognition by emcee at the event
- Company logo featured on the event program/slide

TEXT-2-GIVE/AUCTION SOFTWARE SPONSOR - \$3,000

Exclusive Spot

This area is a prime display for your business as viewers use and brows our text-2-give platform and auction items available.

Benefits:

- Company logo displayed throughout auction/give software
- Four complimentary tickets with four beverage tickets
- Reserved half table for the above four guests
- Company logo in marketing materials & on GuidingHandSD.org
- Social media mentions
- Recognition by emcee at the event
- Company logo featured on the event program/slide

PHOTO LOUNGE SPONSOR - \$2,500

Exclusive Spot

Opportunity for an organization to sponsor the interactive photo lounge for event attendees and guests.

Benefits:

- Company logo on co-branded photo print-outs
- Four complimentary tickets with four beverage tickets
- Reserved half table for the above four guests
- Company logo in marketing materials & on GuidingHandSD.org
- Social media mention
- Recognition by emcee at the event
- Company logo featured on the event program/slide

TABLE SPONSOR - \$1,000

You will receive recognition as a leader in the community that supports a mission committed to providing local support to those right here in our community.

Benefits:

- One reserved VIP table for eight guests
- Company name listed on GuidingHandSD.org
- Social media mentions
- Company name listed on the event program/slide

Individual benefit and concert tickets will be available for purchase as well, though our website, closer to the event.