

GREATER WASHINGTON COMMUNITY FOUNDATION *Celebration of Philanthropy*

2020 Celebration of Philanthropy Sponsorship Opportunities

The Greater Washington Community Foundation's annual Celebration of Philanthropy recognizes the collective effort of our region's nonprofits, donors, and leaders to make our community a more vibrant and inclusive place to live. Featuring performances of music, poetry, and dance from some of the region's most exciting nonprofits and local artists, The Community Foundation presents the *Civic Spirit Award* to a person or organization that has had a significant impact on the Greater Washington region. This year, we will present the Award to the A. James and Alice B. Clark Foundation.

In 2019, The Community Foundation presented the Award to former Mayor Anthony Williams to honor his service as CFO, then Mayor – and now as CEO of the Federal City Council. Over 700 community leaders attended, including Congresswoman Eleanor Holmes Norton, 2018 *Civic Spirit Award* recipient Carol Thompson Cole, Katherine Bradley, Josh Bernstein, and Charlene Drew Jarvis, among others. Past major sponsors have included Kaiser Permanente, Brown Advisory, Morgan Stanley, Pepco, and PNC Bank, with other businesses, philanthropists, and local civic leaders showing their support.



U.S. Representative Eleanor Holmes Norton, Greater Washington Community Foundation former President & CEO, Bruce McNamer, and 2019 Civic Spirit Award recipient, former Mayor Anthony Williams

Contributions and sponsorships for the Celebration of Philanthropy support the Fund for Greater Washington, which underwrites The Community Foundation's ongoing work to make our region a thriving, resilient, and enriching place for all who live here. Contributions to the Fund are used to make grants to effective nonprofits, to incubate new ideas, and to support programmatic initiatives, operations, and advocacy, creating lasting change in the community.

SPONSORSHIP LEVELS

PRESENTING - \$75,000

- Exclusive recognition as the Presenting sponsor of the 2020 Celebration of Philanthropy
- Tickets for 30 guests to the event, and for 30 guests to the pre-event VIP Reception
- Company logo or name prominently displayed on signage and/or displays throughout the event venue
- Company logo or name prominently displayed on the official event webpage, including a live link to sponsor's website
- Recognition as the Presenting sponsor in all event-related communication, which includes print invitation and program, event website, social media campaigns, blog posts, emails and press releases, and both pre- and post-event advertising
- Centerfold advertisement in souvenir program booklet
- Opportunity for participation during the Civic Spirit Award presentation ceremony
- Opportunity to supply a giveaway item handed out as guests depart
- Exclusive naming rights and branding opportunity for Main Stage in program and signage
- Year-round recognition as a Friend of The Community Foundation
- Ability to have a representative sit on the review committee charged with selecting the featured organizations providing entertainment at the event

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PREMIER - \$50,000

- Recognition as a Premier sponsor of the Celebration of Philanthropy
- Tickets for 20 guests to the event, and for 20 guests to the pre-event VIP Reception
- Company logo or name prominently displayed on signage and/or displays throughout the event venue
- Company logo or name prominently displayed on the official event webpage, including a live link to sponsor's website
- Recognition as the Premier sponsor in all event-related communication, which may include print invitation and program, social media campaigns, blog posts, emails and press releases, as well as pre- and post-event advertising
- Full-page advertisement with prominent placement in souvenir program booklet
- Opportunity for recognition during the Civic Spirit Award presentation ceremony
- Opportunity to supply a giveaway item handed out as guests depart
- Year-round recognition as a Friend of The Community Foundation
- Ability to have a representative sit on the review committee charged with selecting the featured organizations providing entertainment at the event

PHILANTHROPIST - \$30,000

- Recognition as a Philanthropist-level sponsor in all event-related materials and on-site signage, displays, and more
- Tickets for 16 guests to the event, and for 16 guests to the pre-event VIP reception
- Inclusion in the event's official website, including a live link
- Recognition as a Philanthropist-level sponsor in all event-related communication, which may include print invitation and program, social media campaigns, blog posts, emails and press releases, as well as pre- and post-event advertising
- Full-page advertisement in the souvenir program booklet
- Year-round recognition as a Friend of The Community Foundation

BENEFACTOR - \$15,000

- Recognition as a Benefactor-level sponsor in all event-related materials, on-site signage and displays
- Tickets for 12 guests, and for 2 guests to the pre-event VIP reception
- Inclusion in the event's official website, including a live link to sponsor's website
- Half-page advertisement in the souvenir program booklet
- Recognition as a Benefactor-level sponsor in all event-related communication, which may include print invitation and program, social media campaigns, blog posts, emails and press releases, as well as pre- and post-event advertising
- Year-round recognition as a Friend of The Community Foundation

LEADER - \$10,000

- Recognition as a Leader-level sponsor in all event-related materials and on-site signage
- Tickets for 10 guests
- Inclusion in the event's official website
- Half-page advertisement in the souvenir program booklet
- Recognition as a Leader-level sponsor in all event-related communication, which may include print invitation and program, social media campaigns, blog posts, emails and press releases
- Year-round recognition as a Friend of The Community Foundation

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SPONSOR - \$5,000
<ul style="list-style-type: none"> Recognition as a Sponsor in all event-related materials and on-site signage, as well as inclusion in the event's official website Tickets for six guests Year-round recognition as a Friend of The Community Foundation
PATRON - \$2,500
<ul style="list-style-type: none"> Recognition as a Patron-level sponsor in all event-related materials and on-site signage, as well as inclusion in the event's official website Tickets for four guests Year-round recognition as a Friend of The Community Foundation
PARTNER - \$1,500
<ul style="list-style-type: none"> Recognition as a Partner-level sponsor in all event-related materials and on-site signage, as well as inclusion in the event's official website Tickets for two guests Year-round recognition as a Friend of The Community Foundation

SPECIAL UNDERWRITING OPPORTUNITIES

The following are unique event components that may be available for targeted marketing opportunities. These offerings will be recognized on site at the event with special signage, in the souvenir program book, and as part of The Community Foundation's pre-event marketing communications (e-blasts, website, invitations, etc.).

FOOD & BEVERAGE - \$40,000
<ul style="list-style-type: none"> Exclusive recognition as the underwriter for food & beverage at the 2020 Celebration of Philanthropy Tickets for 18 guests to the event, and for 2 guests to the pre-event VIP reception Year-round recognition as a Friend of The Community Foundation
PRINTING & DESIGN - \$20,000
<ul style="list-style-type: none"> Exclusive recognition as the underwriter for print & design at the 2020 Celebration of Philanthropy Tickets for 14 guests to the event, and for 2 guests to the pre-event VIP reception Year-round recognition as a Friend of The Community Foundation
YOUNG PROFESSIONAL & NON-PROFIT SPONSOR - \$10,000
<ul style="list-style-type: none"> Exclusive recognition as the official provider of the Young Professional and Non-Profit ticket rate at the 2020 Celebration of Philanthropy Tickets for 10 guests to the event Year-round recognition as a Friend of The Community Foundation
VALET PARKING - \$8,000
<ul style="list-style-type: none"> Exclusive recognition as the underwriter for valet services at the 2020 Celebration of Philanthropy Tickets for 8 guests to the event Year-round recognition as a Friend of The Community Foundation

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POLICIES AND PROCEDURES

Benefits listed in this prospectus are suggestions only and may be adjusted depending on the sponsoring entity or the time the sponsorship is secured, for example. The Greater Washington Community Foundation is happy to discuss how it can tailor a sponsorship package that meets your budgetary and promotional needs. Starting at \$5,000, all sponsors will be asked to sign a Memorandum of Understanding, which will clearly list out each of the specific recognition benefits being provided.

The Community Foundation can send an invoice if needed and can accept gifts in cash or securities.

To pay by credit card, please visit www.thecommunityfoundation.org/donate. From the “select a fund” dropdown list, click on “2020 Celebration of Philanthropy.” The following screen will prompt for credit card information.

Please make checks payable to Greater Washington Community Foundation and include “2020 Celebration of Philanthropy” in the memo line. The mailing address is as follows:

Greater Washington Community Foundation
attn: Emily Davis
1325 G Street, NW, Suite 480
Washington, DC 20005

If wiring a gift, please include “2020 Celebration of Philanthropy” in the reference section of the transfer.

For gifts of cash:
Capital One Bank
ABA #255071981
Account #5004320616

For gifts of securities:
DTC#0015
Morgan Stanley
New York, NY
For Credit to Account: 642-030943
Name of: Greater Washington Community
Foundation

Greater Washington Community Foundation fund holders: please make a grant recommendation to the Fund for Greater Washington, either via Donor Central or by sending in a signed Grant Recommendation Form. PLEASE NOTE: U.S. Government regulations prohibit grants for memberships, sponsorships or tickets to events for you or your family members. Bifurcation of grants (splitting the deductible portion from the nondeductible portion of the grant) is not allowed. Tickets can be purchased separately using the ticketing site at www.thecommunityfoundation.org/celebration.

For additional information or assistance, please contact Emily Davis, Campaign Coordinator, at edavis@thecommunityfoundation.org or 202-973-2501.