



CELEBRATING 100 YEARS

GALA

SPONSORSHIP

OPPORTUNITIES



easterseals

100

Est. 1919



Easterseals 100th Celebration Gala

Honoring our legacy with an eye on the future.

Saturday, March 7, 2020

Black Tie Gala | Citizens Bank Park – Diamond Club

6:00 P.M. VIP Entry


6:30 P.M. – 11:00 P.M. Dinner, Dancing, Auction & Ball Park Experiences

Easterseals began our journey to change the lives of children with disabilities in 1919. Honoring our past with a touch of roaring 1920's flair, we celebrate the incredible milestones and changes that have been accomplished over the past 100 years.

The evening begins with a VIP cocktail reception for Easterseals Board Members, Easterseals Presidents' Council Members (individual donors of \$1,000+ annually) and gala sponsors (\$10,000+). Throughout cocktail hour, and after dinner, guests will be able to experience all the ballpark has to offer: batting cages, locker room tours, dugout visits and access to the outdoor patio behind home plate with a full view of the JumboTron. Guests will see their impact in action through interactive therapy stations throughout the venue. An inspiring program will be accompanied by a gourmet sit-down dinner. Guest will eat, drink, bid on auction items and dance the night away; if they don't want the night to end we will head over to Xfinity for an after-party.

Proceeds support direct services to families and the Easterseals 100th Celebration Innovation Fund. Easterseals 100th Celebration Innovation Fund provides an annual competitive grant process for employees which will allow them to implement new ideas, purchase state of the art equipment and participate in innovative training so that Easterseals can best meet the changing needs of the children and families we serve.

We invite you to attend and be recognized as our partner as we come together to celebrate the past, change lives in the present, and build a better future.





Clinton P. Anderson, Secretary of Agriculture, with children during the Easterseals Sale, 1948

EMPOWERMENT PRESENTING SPONSOR – \$30,000 (one available) –

CORPORATE VISIBILITY & RECOGNITION

- Category Exclusivity
- Name/Logo with “Presented by” appearing with event name on all promotional materials, external communications & signage
- Prominent place of name/logo throughout venue including stage signage, JumboTron, tour route, batting cages & Diamond Club TV’s
- Logo on Step & Repeat (registration area)
- Name on Invitation (distribution min 600, commitment by 10/15/19)
- Full-color back cover event program (or preferred placement)
- Title sponsor recognition in all event-related press releases
- Title sponsor recognition in all paid event-related media
- Promotion on www.easterseals-sepa.org & social media
- Opportunity to speak for 5 minutes during event program
- Option to include item in gift bag
- Recognition in event thank you letter to attendees/donors
- Inclusion in Easterseals Newsletter, Annual Report & E-Newsletter

ENTERTAINMENT & HOSPITALITY

- Premier VIP Table(s), total 10 guests
- Invitation to VIP Reception for all guests (6 p.m.)
- 10 Batting Cage slots with preferred time selection
- Guided tour for all employee guests with photo opportunities
- Sponsor of one interactive service showcase station
- Signature cocktail of choice in honor of your company

IMPACT

- Easterseals will partner you with an Ambassador Child, or a specific program, for the year. Providing quarterly updates on the impact of your support; updates may be shared with employees & the general public.
- Easterseals engagement day (up to 20 employees)
 - Service center of your choosing, pre or post gala
 - Breakfast or lunch provided
 - Activity stations with clients
 - Take home child art



President Richard Nixon with
Easterseals child Peter Helteme
and his family, 1971

INDEPENDENCE SPONSOR – \$15,000 –

CORPORATE VISIBILITY & RECOGNITION

- Placement of name/logo throughout venue including JumboTron, guided tour route, registration area & Diamond Club TV's
- Full page color ad in event program
- Name recognition in all event-related press releases
- Logo in all paid event-related media
- Promotion on www.easterseals-sepa.org & social media
- Recognition during event program by Easterseals of SEPA CEO
- Logo in program presentation
- Option to include item in gift bag
- Inclusion in Easterseals Newsletter, Annual Report & E-Newsletter

ENTERTAINMENT & HOSPITALITY

- Premier VIP Table(s), total 10 guests
- 10 Invitations to VIP Reception (6 p.m.)
- 6 Batting Cage slots with time selection
- Guided tour for 10 with photo opportunities
- Sponsor of 1 interactive service showcase station

IMPACT

- Easterseals will partner you with an Ambassador Child, or a specific program, for the year. Providing quarterly updates on the impact of your support; updates may be shared with employees & the general public.
- Easterseals engagement day (up to 15 employees)
 - Service center of your choosing, pre or post gala
 - Breakfast or lunch provided
 - Activity stations with clients
 - Take home child art



Easterseals beneficiaries Terry Snowden and Marjorie Parish, 1st Grade school work, 1954

ADVOCATE SPONSOR – \$10,000 –

CORPORATE VISIBILITY & RECOGNITION

- Full page black & white ad in event program
- Recognition in all event-related press releases
- Name/Logo recognition at event including JumboTron & around Diamond club
- Promotion on www.easterseals-sepa.org and via social media
- Option to include item in gift bag
- Inclusion in Easterseals Newsletter, Annual Report & E-Newsletter

ENTERTAINMENT & HOSPITALITY

- Premier VIP Table(s), total 10 guests
- 4 Invitations to VIP Reception (6 p.m.)
- 4 batting Cage slots
- Guided tour for 4 with photo opportunities

IMPACT

- Easterseals will partner you with an Ambassador Child, or a specific program, for the year. Providing quarterly updates on the impact of your support; updates may be shared with employees & the general public.
- Easterseals engagement day (up to 10 employees)
 - Service center of your choosing, pre or post gala
 - Breakfast or lunch provided
 - Activity stations with clients
 - Take home child art



Easterseals Auxiliary Vice President,
Mrs. C. C. Rountree, assists patient
H. C. Young, 1966

INCLUSION SPONSOR – \$5,000 –

CORPORATE VISIBILITY & RECOGNITION

- Half page black and white ad in event program
- Name/Logo recognition around Diamond club
- Promotion on www.easterseals-sepa.org and via social media

ENTERTAINMENT & HOSPITALITY

- 6 Complimentary Tickets
- 2 batting Cage or Tour Slots

IMPACT

- Easterseals engagement day (up to 6 employees)
 - Service center of your choosing, pre or post gala
 - Breakfast or lunch provided
 - Activity stations with clients

HELP & HOPE SPONSOR – \$3,000 –

CORPORATE VISIBILITY & RECOGNITION

- Half page black and white ad in event program
- Promotion on www.easterseals-sepa.org and via social media

ENTERTAINMENT & HOSPITALITY

- 2 Complimentary Tickets
- 2 Guided Tour Slots

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CORPORATE VISIBILITY & RECOGNITION

- **\$5,000** After Party @ Xfinity Sponsor (4 Available)
- **\$5,000** Name/Logo on wine bottle tote w/ split of champagne or wine for gift bags
- **\$3,000** Young Philanthropist Ticket Sponsor
 - Recognized on ticket
 - Digital Recognition in YP targeted communications & Facebook post
- **\$3,000** Feature Sponsor of One Interactive Fundraising Service Showcase Station
- **\$2,500** Inclusion on Photo Booth Step & Repeat
 - 3 available, must sponsor at \$10,000+ to qualify
- **\$1,500** Shuttle Sponsor (logo/name magnets on both sides of vehicle and recognition as Shuttle Sponsor on website information)
- **\$1,000** JumboTron feature (one slide)
- **\$1,000** Full Page Color Ad in program (4.25 x 5.5)
- **\$750** Full Page Black and White Ad in program
- **\$600** Half Page Color Ad in program
- **\$300** Half Page Black and White Ad in Program
- **\$250** Quarter Page Black and White Ad in Program

ENTERTAINMENT & HOSPITALITY

- **\$250** Gala Ticket
- **\$100** Young Philanthropist Ticket
 - (9:30 arrival, dessert, open bar – 50 available)
- **\$100** Batting Cage Time
- **\$50** Guided Tour



President John F. Kennedy with
Easterseals Ambassador, Thomas
Doyle, 1962

EASTERSEALS OF SOUTHEASTERN PENNSYLVANIA

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EDGAR ALLEN
Easterseals Founder



EASTERSEALS OF SOUTHEASTERN PENNSYLVANIA
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FOR MORE INFORMATION CONTACT:

Liz Graham, Director of Development
484.234.8007 or lgraham@easterseals-sepa.org

EASTERSEALS 100TH CELEBRATION GALA

SPONSORSHIP COMMITMENT FORM

I have read the benefits of sponsorship and have chosen to participate in the following level:

- Empowerment: \$30,000 Independence: \$15,000 Advocate: \$10,000 Inclusion: \$5,000 Help & Hope: \$3,000
 Additional Opportunities (see attached selections)

CONTACT INFORMATION

First & Last Name _____ Title _____

Name/Company _____

Business Phone _____ Email _____

Street Address _____

City _____ State _____ Zip _____

Website _____

Sponsor Listing *(how you would like to be listed on the website & printed materials)* _____

PAYMENT INFORMATION

Method of Payment: Credit Card Check Enclosed Check to be Mailed

Credit Card type: Visa MasterCard American Express Discover

Card No. _____ Exp _____ 3 Digit Code (Visa & MC) _____ 4 Digit Code (AmEx) _____

Billing Address _____

Name as it appears on card (please print) _____

Authorized Signature _____ Date _____

For more information contact Lgraham@easterseals-sepa.org or 484-234-8007.

Please return all completed forms with payment to: Easterseals of SEPA, 3975 Conshohocken Ave, Philadelphia, PA 19131

*Please make checks payable to Easterseals SEPA. On the memo line please reference 100th Gala.
Sponsorships are tax-deductible, less the amount of goods or services received, to the extent allowed by law.



EASTERSEALS 100TH CELEBRATION GALA

ADDITIONAL SPONSOR OPPORTUNITIES

I have read the benefits of sponsorship and have chosen to add the following:

- \$5,000 – 15 minute presentation @ Northeast Regional CEO meeting on 10/16/19 in Philadelphia *(1 available, must sponsor \$10,000+ to add)*
- \$5,000 After Party @ Xfinity Sponsor *(4 Available)*
- \$5,000 Name/Logo on wine bottle tote w/ split of champagne or wine for gift bags
- \$3,000 Young Philanthropist Ticket Sponsor
- \$3,000 Feature Sponsor of One Interactive Fundraising Service Showcase Station
- \$2,500 – Inclusion on Photo Booth Step & Repeat *(3 available, must sponsor \$10,000+ to add)*
- \$1,500 – Shuttle Sponsor *(logo/name magnets on both sides of vehicle and recognition as Shuttle Sponsor on website information)*
- \$1,000 – JumboTron feature *(one slide)*
- \$1,000 Full Page Color Ad in program *(4.25 x 5.5)*
- \$750 Full Page Black and White Ad in program
- \$600 Half Page Color Ad in program
- \$300 Half Page Black and White Ad in Program
- \$250 Quarter Page Black and White Ad in Program



*“Your life and mine shall be valued not by what we take...
but by what we give.” – Edgar Allen*