

Cal-Nev-Ha Children's Fund

# RED WHITE OR BREWS

*A virtual tailgate, auction and  
post-show concert benefiting youth*

## Sponsorship Prospectus

**FEBRUARY 13, 2021**

Tailgate Begins @ 5:30 pm

Program Begins @ 6:00 pm



*The Kiwanis Cal-Nev-Ha Foundation, doing business as the Cal-Nev-Ha Children's Fund, is a 501(c)(3) charity. Our Tax ID number is 94-1623498.*

8360 Red Oak Street, Suite 201, Rancho Cucamonga, CA 91730-0608

Tel: 909.736.1707 | Fax: 909.989.7779 | [foundation@cnhkiwanis.org](mailto:foundation@cnhkiwanis.org)

[cnhfoundation.org/VirtualTailgate](http://cnhfoundation.org/VirtualTailgate) | [facebook.com/CNHFoundation](https://facebook.com/CNHFoundation)



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The sponsorship opportunities listed here are available for our **2021 Red, White or Brews Virtual Tailgate & Auction**, to be held via Zoom on February 13, 2021. Organizations, individuals, or Kiwanis clubs may opt to participate in our sponsorship opportunities, as well as place an advertisement in our Game Day program. Full descriptions can be found below.

Touchdown Sponsor (only 5 available at this level) .....	\$1,000
Home Run Sponsor .....	\$500
Three-Point Sponsor .....	\$250
GOOOOAAAALLL!!! Sponsor .....	\$100
Program Ad .....	\$50-\$125

## Event Sponsorship Levels & Benefits -

By supporting our **Red, White or Brews Virtual Tailgate & Auction**, you are developing future leaders through leadership training and development programs; making the dream of college a reality by providing scholarships; and impacting the lives of children and preventing trauma by awarding community grants. Please review the Sponsor Levels below to determine how you would like to participate.

### Touchdown Sponsor \$1,000 (only five available at this level)

- One MVP Admission plus one General Admission\*
- Full page ad in our Game Day program
- Opportunity to share promotional company-supplied video during event (60-90 seconds)
- Tag company in a social media thank you
- Name in program and on-screen during event
- Company name and logo on event microsite

### Home Run Sponsor \$500

- One All-Star Admission plus one General Admission\*
- Half page ad in our Game Day program
- Tag company in a social media thank you
- Name in program and on-screen during event
- Company name and logo on event microsite

### Three-Point Basket Sponsor \$250

- One General Admission\*
- Business card-size ad in our Game Day program
- Tag company in a social media thank you
- Name in program and on-screen during event
- Company name and logo on event microsite

### GOOOOAAAALLL!!! Sponsor \$100

- One General Admission\*
- Tag company in a social media thank you
- Name in program and on-screen during event
- Company name and logo on event microsite

*\*General admission includes link to virtual tailgate and five raffle tickets; All-Star admission includes all General admission benefits, plus a goodie bag; MVP admission includes all All-Star admission benefits, plus your choice of a bottle of wine or a six-pack of beer to enjoy during our virtual tailgate.*

## About the Cal-Nev-Ha Children's Fund

The mission of the Cal-Nev-Ha Children's Fund is to build a better future for our children by providing leadership training, scholarships, grants, and through our innovative Pediatric Trauma Program.

### Why sponsor or advertise with us?

Our members are successful business owners, corporate executives and retired professionals who have tremendous purchasing power. Our audience encompasses leaders from our three-state district of California, Nevada and Hawaii.

### Demographics

Our donors include young adults to retirees with the average age being 58. The average annual household income of our donors is \$100,000. Most donors possess a bachelor's degree and many possess advanced degrees.

### Questions?

Please take a moment to review this information and choose the program that works for your organization. If you have any questions, please contact Jennifer Chaves at 909.736.1708; [jennifer@cnhkiwanis.org](mailto:jennifer@cnhkiwanis.org).



## Yes! Please count on me to support the Virtual Tailgate & Auction

The following information is requested so we may properly list our donors in the event program and avoid any misunderstanding. If you prefer to complete this form online, visit [https://KiwaniisCNHFoundation.formstack.com/forms/donor\\_form](https://KiwaniisCNHFoundation.formstack.com/forms/donor_form).

**All sponsorships/ads and payment must be received in our office by January 18, 2021 to ensure proper recognition at the event.**



Indicate if Donor is a:  Organization  Individual  Kiwanis Club

Donor Name: \_\_\_\_\_

Contact person for club or organization donations: \_\_\_\_\_

Address: \_\_\_\_\_  
City State Zip

Daytime Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of Person Soliciting Donation: \_\_\_\_\_

### Sponsorships

Please list below the name of the individual, Kiwanis club or company wishing to sponsor a portion of our event. Please be sure to confirm the spelling as the name listed below will be printed in our event materials. If you would like us to publish a company logo as well, please check here  and email a high resolution .jpg or .png of your logo to [kassandra@cnhkiwanis.org](mailto:kassandra@cnhkiwanis.org).

Name of the Touchdown Sponsor @ \$1,000: \* \_\_\_\_\_

Name of the Home Run Sponsor @ \$500: \_\_\_\_\_

Name of the Three-Point Basket Sponsor @ \$250: \_\_\_\_\_

Name of the GOOOOAAAALLL!!! Sponsor @ \$100: \_\_\_\_\_

\* Only five Touchdown sponsorships are available

### Auction Donation

All auction items must be received in our office not later than February 1, 2021. Please contact our office should your item be too large to ship.

Approximate Value of Donation \$ \_\_\_\_\_ Suggested Minimum Bid \$ \_\_\_\_\_

Donation (check one)  Cash  Vacation/Lodging  Gift Certificate  Merchandise

**Description of Donation:** Please include a detailed description of your item (i.e., unusual aspects, rarity, size, color, dates, times, etc.) Use additional paper if needed and attach any brochures, photos, logos, if applicable.

**Conditions or Restrictions:** Please disclose any conditions and/or restrictions of this donation, including an expiration date, if any (i.e., number of persons, time of year, excluded dates, geographical limitations, insurance requirements, etc. In light of the continuing pandemic, we ask that you be generous in any expiration dates.)

### Program Ad

Please email your program ad to [kassandra@cnhkiwanis.org](mailto:kassandra@cnhkiwanis.org). Ads are restricted to services, products or fundraising ideas. Ads of religious or political nature, ads which are discriminatory or ads that are disrespectful of a person or group of persons are prohibited. All ads are subject to review and approval. Rates are for ads supplied in a format that meets our digital ad specifications (Word file, PDF or high resolution .jpg or .png). Files and ads that require file conversion, typesetting and/or design may incur additional production charges.

#### Program Advertising Options and Rates -

- Full page color ad (Full page: 5.5" x 8.5" live area 4.5" x 7.5") @ \$125
- Half page color ad (Half page: 5.5" x 4.25" live area 4.5" x 3.25") @ \$75
- Business Card color ad (Business Card: 3.5" x 2" live area 3.5" x 2") @ \$50

### Payment Information

Total sponsorship fee \$ \_\_\_\_\_ Total advertising fee \$ \_\_\_\_\_

If payment is due please [click here](#) to use the "Make A Donation" option at our website. Select "General Donation" and in the comments section indicate "Virtual Tailgate Sponsorship/Ad." If you prefer to pay by check, please mail a check payable to the Cal-Nev-Ha Children's Fund to the address below.

Please be sure to keep a copy of this form as your official receipt. For your tax records, our Tax ID number is 94-1623498.

