

Wyoming Valley Children's Association

Blue and Gold

Cocktail Party & Online Silent Auction



Dear Friends of WVCA,

Each Spring, Wyoming Valley Children's Association (WVCA) hosts an Annual Gala, a fundraising event that raises tens of thousands of dollars for local children in need. Join us for this year's reimagined event, which will feature an in-person cocktail party and our popular Online Silent Auction, in order to ensure guest safety and adherence to proper COVID-19 precautions. Mark your calendars for **WVCA's Blue and Gold Cocktail Party on March 18, 2022**, at The Woodlands in Wilkes-Barre.

WVCA has been providing early childhood education and therapeutic services to children in the Wyoming Valley for over 98 years. Undeniably, due to the ongoing COVID-19 pandemic, the past two years have been challenging for our students, families, and staff. Coupled with the fact that 65% of the families we serve are living at or below the federal poverty level, our school needs the philanthropic assistance of our community, now more than ever.

The cocktail party will feature an open bar, delicious hors d'oeuvres, and will present longtime WVCA supporters, **The Brotherhood of Chefs**, with The Making A Difference Award. In addition, our widely popular **Online Silent Auction** will remain in a virtual format through an interactive website. The auction will run from Wednesday, March 16, 2022, through Friday, March 18, 2022, and conclude the evening of our cocktail party.

The marketing reach of last year's event was impressive, and we anticipate increased engagement and promotion for our sponsors again this year. There are various sponsorship opportunities available that are detailed on the following pages.

Would you consider becoming a sponsor of this year's event? We fully acknowledge that it is a difficult time for every business, individual, and organization in our community.

An overview of sponsorship benefits includes:

- Promotion on our online silent auction platform. Website: <https://wvca.cbo.io>
- A spotlight in WVCA's newsletter, which is emailed to over 2,000 contacts.
- Promotion on WVCA's popular social media accounts and in-person at our cocktail party event.
- In addition to traditional benefits; online program book ads, opportunities for media coverage, etc.,

As a respected member of our business community, we would be honored to have your support of this innovative event. **Thank you for your considered sponsorship** and please contact me with any questions or concerns.

Sincerely,

Nina Dei Tos Zanon
Executive Director



**Please note, the in-person event is subject to change depending on the current COVID-19 conditions in our community. For up-to-date information, visit our website at www.wvcakids.org/gala or call 570-714-1246.*

Wyoming Valley Children's Association

1133 Wyoming Ave, Forty Fort, PA 18704 | 570.714.1246 | nzanon@wvcakids.org

Wyoming Valley Children's Association

Blue and Gold

Cocktail Party & Online Silent Auction

Sponsorship Opportunities

◆ Presenting Sponsor - *\$10,000*

- Prime corporate logo positioning in all event media, online materials, and press releases
- Prime logo position on WVCA's online auction platform and at our cocktail party
- Full page (5.5 x 8.5) color ad in online ad book with a reach of over 400 individuals
- Company logo and link on WVCA's social media and website
- Prime positioning of logo featured on online and traditional event marketing
- Logo and link to website featured in the WVCA Spring Newsletter
- 6 tickets to the cocktail party (value \$100 each)

◆ Platinum Sponsors - *\$5,000*

- Inclusion in the event press release and media as appropriate
- Logo featured prominently on WVCA's online auction platform and at our cocktail party
- Large company logo featured on WVCA's social media and website
- Full page (5.5 x 8.5) color ad in online ad book with a reach of over 400 individuals
- Large company logo featured in the WVCA Spring Newsletter
- 6 tickets to the cocktail party (value \$100 each)

◆ Golden Sponsors - *\$2,000*

- Full page (5.5 x 8.5) color ad in online ad book with a reach of over 400 individuals
- Company logo featured on WVCA's online auction platform
- Company logo included on WVCA's website and social media
- Logo featured in the WVCA Spring Newsletter
- 2 tickets to the cocktail party (value \$100 each)

◆ Sapphire Sponsors - *\$1,000*

- Company name included on WVCA's online auction platform
- Full page ad (5.5 x 8.5) color ad in online ad book with a reach of over 400 individuals
- Company name featured in the WVCA Spring Newsletter
- 2 tickets to the cocktail party (value \$100 each)

◆ Online Ad Book:

- \$800 = Full page ad (5.5 x 8.5)
- \$475 = Half page ad (5.5 x 4.25)
- \$250 = Quarter page ad (2.2 x 4.25)
- \$100 = One-line supporter listing in program



Wyoming Valley Children's Association

Blue and Gold

Cocktail Party & Online Silent Auction

Thank you for your support of WVCA's Blue and Gold Gala!

Please fill out the information below and return it to WVCA at 1133 Wyoming Ave, Forty Fort, PA 18704 or scan and email to cmeluskey@wvcakids.org. You can also make your gift online at www.wvcakids.org/gala

Company or Individual Name (as you would like it to appear in print):

Address: _____

Phone: _____ Email: _____

Company Contact Name: _____

Please Choose a Sponsorship Level:

- \$10,000 - Presenting Sponsor
- \$5,000 - Platinum Sponsor
- \$2,000 - Golden Sponsor
- \$1,000 - Sapphire Sponsor
- Online Ad Book:
 - \$800 = Full Page
 - \$475 = Half Page
 - \$250 = Quarter Page
 - \$100 = Supporter Listing

- Silent Auction Item Donation:
Description of the item donated:

Approximate Value \$ _____

Payment Method:

- A check/cash is enclosed (Made payable to WVCA)
- Please charge my credit card info below:

Card Type : Visa MasterCard Discover

Card # _____

SEC Code _____ Exp. Date _____

Print Name _____

Signature _____

WVCA is a 501 (c) (3) nonprofit organization, donations to which are tax deductible to the fullest extent permitted by law. A copy of the official registration and financial information for WVCA may be obtained from the PA Dept. of State by calling toll free within PA, 1-800-732-0999. Registration does not imply endorsement.

Please email your ad and company logo to cmeluskey@wvcakids.org by March 4, 2022
Ads must be in either PDF, JPEG or PNG formats.



Questions or concerns contact:

Christine Mackin Meluskey
Director of Development and Marketing
1133 Wyoming Ave, Forty Fort, PA 18704
570.714.1246 | cmeluskey@wvcakids.org

**Please note, the in-person event is subject to change depending on the current COVID-19 conditions in our community. For up-to-date information, visit our website at www.wvcakids.org/gala or call 570-714-1246.*