

THE COMMUNITY FOUNDATION
FOR NORTHERN VIRGINIA PRESENTS



building a community that works for everyone

FRIDAY, OCTOBER 8, 2021 | 7:00 PM

Live-Streamed Event | Online Auction | Opportunities to Engage and Connect

2021 COMMUNITY LEADERSHIP AWARD PRESENTATION

Honoring Karen Schaufeld

Philanthropist | Author | Entrepreneur | Lawyer

The 2021 Raise the Region will support the Community Foundation for Northern Virginia's ability to grow philanthropy to respond to need and seed innovation throughout the region, building a community that works for everyone.

**Help the Community Foundation for Northern Virginia
RAISE THE REGION.**

www.cfnova.org/RaiseTheRegion

About the Community Foundation for Northern Virginia

The Community Foundation for Northern Virginia grows philanthropy to respond to critical need, seed innovation and lead and convene the community. Comprised of donor advised funds, permanent funds, giving circles, and other charitable endowments, the Community Foundation connects donors to community and promotes a more equitable and inclusive prosperity that marries our economic strength with the full breadth of our diverse community.

In 2020 the Community Foundation awarded more than \$13 million in grants and scholarships and reports more than \$82 million in managed philanthropic assets.

www.cfnova.org | @cfnova

Friday, October 8, 2021 | 7:00 pm

2021 SPONSORSHIP LEVELS

SIGNATURE SPONSOR

\$25,000 (\$23,500 Deductible)

- Provisions for Signature *Pod Party for up to 25 guests, including food vouchers and bottles of wine, to include virtual visit from Honoree & Community Foundation VIP
- Logo / Sponsor Name Included in Livestream to air on October 8th
- Opportunity to share a 30-second pre-recorded video message on the Raise the Region landing page and in the pre-event feed
- *Plus additional recognition benefits listed at the Community Leadership Sponsorship Level*

COMMUNITY LEADERSHIP SPONSOR

\$15,000 (\$14,100 Deductible)

- Provisions for Hosted *Pod Party for up to 15 guests, including food vouchers and bottles of wine
- Full Screen Branded Ad to air 15 minutes prior to Livestream in the pre-event feed
- Logo on Virtual Auction Platform
- *Plus additional recognition benefits listed at the Community Wealth Building Sponsorship Level*

COMMUNITY WEALTH BUILDING SPONSOR

\$7,500 (Fully Deductible)

- Mention in pre- and post-event press releases
- Shared, Half Screen Branded Ad to air 15 minutes prior to Livestream in the pre-event feed
- *Plus additional recognition benefits listed at the Community Impact Sponsorship Level*

**The Community Foundation disclaims any and all liability for risk of exposure to illness at Pod Parties, hosted at the full discretion of the Sponsor. Hosts are advised to adhere to any current public health guidelines and restrictions set forth by the Commonwealth of Virginia regarding gathering size.*

COMMUNITY IMPACT SPONSOR

\$5,000 (Fully Deductible)

- Opportunity to share a 30-second video message on Community Foundation's social media channels prior to event
- Shared, Third Screen Branded Ad to air 15 minutes prior to Livestream in the pre-event feed
- *Plus additional recognition benefits listed at the Community Giving Sponsorship Level*

COMMUNITY GIVING SPONSOR

\$2,500 (Fully Deductible)

- Listing in campaign e-mail blasts to 10,000+ individuals
- *Plus additional recognition benefits listed at the Community Wellness Sponsorship Level*

COMMUNITY WELLNESS SPONSOR

\$1,000 (Fully Deductible)

- Listing on 2021 Raise the Region website
- *Plus additional recognition benefits listed at the Community Engagement Sponsorship Level*

COMMUNITY ENGAGEMENT SPONSOR

\$500 (Fully Deductible)

- Listing in scrolling Raise the Region Video credits
- *Plus additional recognition benefits listed at the Community Partner Sponsorship Level*

COMMUNITY PARTNER

\$250 (Fully Deductible)

- Opportunity to Host a Virtual Watch Party
- Tagged recognition on Community Foundation social media channels

UNIQUE SPONSORSHIP OPPORTUNITIES

UNIQUE SPONSORSHIPS

\$20,000 (\$18,800 Deductible)

Community Heroes Sponsor	A Salute to our Military and First Responders
Executive Producer Sponsor	Recognition for support of the 2021 livestream video
Pod Party Sponsor	Recognition for support of sponsor-hosted parties

- Opportunity to share a 30-second pre-recorded video message on the Raise the Region landing page and in the pre-event feed
- Provisions for Hosted **Pod Party* for up to 20 guests, including food vouchers and bottles of wine
- *Plus additional recognition benefits listed at the Community Leadership Sponsorship Level*

UNIQUE SPONSORSHIPS

\$10,000 (\$9,400 Deductible)

Auction Sponsor	Logo on Auction Registration Page
Raffle Sponsor	Logo on Online Raffle Item
Photo Engagement Sponsor	Logo included on digital photo frame sent to all registered guests and sponsors for social sharing
Raise the Region Chatbox Sponsor	Chat host name branded with Sponsor Name for registered guests of auction

- Provisions for Hosted **Pod Party* for up to 10 guests, including food vouchers and bottles of wine
- Logo on Virtual Auction Platform, visible while guests engage in the online auction
- *Plus additional recognition benefits listed at the Community Wealth Building Sponsorship Level*

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ADVERTISING OPPORTUNITIES

FULL SCREEN AD **\$750**

- Full Screen Branded Ad to air 15 minutes prior to Livestream in the pre-event feed

BASKET SPONSOR **\$500**

- Advertisement as the sponsor of a themed basket that the Community Foundation team will prepare for the Online Auction

HALF SCREEN AD **\$400**

- Half Screen Branded Ad to air 15 minutes prior to Livestream in the pre-event feed

ADDITIONAL OPPORTUNITIES

The Community Foundation is happy to develop additional unique sponsorship opportunities if desired. Please contact Tara Nadel at tara.nadel@cfnova.org or 703-879-7637 to discuss.

Interested in donating an item or experience to the online auction? Contact Melissa Jakes at melissajakes@rescueeventplanning.com or 202-412-5027.



building a community that works for everyone

2021 RAISE THE REGION SPONSORSHIP FORM

INDIVIDUAL/COMPANY NAME (as it will appear in promotions)

PRIMARY CONTACT

PHONE

EMAIL

FOLLOW-UP CONTACT (for promotional benefits and engagement)

PHONE

EMAIL

ADDRESS

CITY, STATE ZIP

SPONSORSHIP LEVEL

- Signature (\$25,000)
- Community Leadership (\$15,000)
- Community Wealth Building (\$7,500)
- Community Impact (\$5,000)
- Community Giving (\$2,500)
- Community Wellness (\$1,000)
- Community Engagement (\$500)
- Community Partner (\$250)

We will not be able to attend, but wish to donate \$ _____

PAYMENT

- Check enclosed (*Payable to Community Foundation for Northern Virginia*)
- Please send an invoice OR
- Visa Master Card American Express

_____ *Card Number*

_____ *Expiration*

_____ *Billing Zip*

_____ *Security Code*

UNIQUE OPPORTUNITIES

- Community Heroes (\$20,000)
- Executive Producer (\$20,000)
- Pod Party Sponsor (\$20,000)
- Auction (\$10,000)
- Raffle (\$10,000)
- Photo Engagement (\$10,000)
- Raise the Region Chatbox (\$10,000)

ADVERTISING OPPORTUNITIES

- Full Screen Ad (\$750)
- Basket Sponsor (\$500)
- Half Screen Ad (\$400)

Please Send Form and Payment to:

Community Foundation for Northern
Virginia

Attn: Tara Nadel

2940 Hunter Mill Road, Suite 201

Oakton, VA 22124

tara.nadel@cfnova.org | 703 879 7637