



SPONSORSHIP OPPORTUNITIES

The *Sam Day Living Room Soiree* is the 2021 version of an event that has escalated in popularity every year since 2015. We expect this year to exceed last year's attendance, which sold out five weeks early at our limit of 420 guests. Because of our online format on **February 25, 2021**, we anticipate engagement from the living rooms of guests all across the country and in bigger numbers than we've ever had at an in-person event. Sponsoring the Soiree will not only accelerate the progress toward cures for childhood cancers, but will publicly demonstrate your philanthropic commitments to your own business community. Please consider being a corporate sponsor in support of childhood cancer research.

Generous sponsors will be given the following recognition and participation opportunities:

PRESENTING SPONSOR: \$25,000

- Company or name presented with **The Sam Day Living Room Soiree** event on invitation, event website, social + digital media, and all marketing material
- Executive or stakeholder included in the virtual event segment or program
- Premium wine or cocktail and hors d'oeuvres package for eight delivered to your door on event day (can be split between two homes)
- Opportunity to provide promotional ad or collateral in all home viewer gift boxes
- Presenting logo or name on screen throughout the virtual event
- Prominent logo or name placement on event and auction website and mobile viewing

PLATINUM SPONSOR: \$15,000

- Company or name recognition on invitation, event website, social + digital media, and all marketing materials
- Executive or stakeholder included in the virtual event segment or program
- Premium wine or cocktail and hors d'oeuvres package for six delivered to your door on event day
- Opportunity to provide promotional ad or collateral in all home viewer gift boxes
- Prominent logo or name placement on event and auction website and mobile viewing

DIAMOND SPONSOR: \$10,000

- Company or name recognition on invitation, event website, social + digital media, and all marketing materials
- Verbal recognition during the virtual program
- Premium wine or cocktail and hors d'oeuvres package for four delivered to your door on event day
- Opportunity to provide promotional ad or collateral in all home viewer gift boxes
- Logo or name placement on event and auction website and mobile viewing

GOLD SPONSOR: \$5,000

- Wine or cocktail and hors d'oeuvres package for two delivered to your door on event day
- Verbal recognition during the virtual program
- Opportunity to provide promotional ad included in all home viewer gift boxes
- Logo or name placement on event and auction website and mobile viewing

SILVER SPONSOR: \$2,500

- Wine or cocktail and hors d'oeuvres package for two delivered to your door on event day
- Verbal recognition during the virtual program
- Logo or name placement on event and auction website and mobile viewing

BRONZE SPONSOR: \$1,500

- Verbal recognition during the virtual program
- Logo or name recognition on event and auction website and mobile viewing