



BIRCH@45 CAMPAIGN

celebrating our history • imagining our future



BIRCH@45 5K CHALLENGE

a virtual 5K fundraising run/walk

October 5-12, 2020

HONORING BIRCH@45

a virtual community gathering

October 26, 2020, 6:45 PM EDT

Become a BIRCH@45 CAMPAIGN Sponsor with a gift of \$5,000 or more, and enjoy dual sponsorship opportunities of our *BIRCH@45 5K CHALLENGE*, a virtual run/walk, and Celebrating Today, Building Tomorrow: HONORING BIRCH@45, a virtual community gathering on October 26, 2020.

Presenting Sponsor • \$25,000

- **Logo on promotional materials for both the Race** and the 10/26 HONORING BIRCH@45 Event, including invitation, Race registration materials, website, e-blasts and social media
- Hyper-linked company logo on Birch website
- Dedicated recognition social media post
- Full-page ad in heavy rotation on 10/26 HONORING BIRCH@45 Event digital slideshow
- Live thanks and recognition during the 10/26 HONORING BIRCH@45 Event
- Video opportunity at the 10/26 HONORING BIRCH@45 Event
- Logo/name included in branding of 10/26 HONORING BIRCH@45 virtual event room
- Opportunity for a virtual lunch and learn for your company, neighbor group, faith community, etc.
- **Logo on Racer T-Shirt**
- Invitation to post-event VIP cocktail party

Champion • \$15,000

- **Logo on promotional materials for both the Race** and the 10/26 HONORING BIRCH@45 Event, including invitation, Race registration materials, website, e-blasts and social media
- Hyper-linked company logo on Birch website
- Dedicated recognition social media post
- Full-page ad in heavy rotation on 10/26 HONORING BIRCH@45 Event digital slideshow
- Live thanks and recognition during the 10/26 HONORING BIRCH@45 Event
- Opportunity for a virtual lunch and learn for your company, neighbor group, faith community, etc.
- **Opportunity to sponsor the BIRCH@45 FINISH LINE PARTY**
- **Logo on Racer T-Shirt**
- Invitation to post-event VIP cocktail party

Advocate • \$10,000

- **Logo on promotional materials for both the Race** and the 10/26 HONORING BIRCH@45 Event, including invitation, Race registration materials, website, e-blasts and social media
- Hyper-linked company logo on Birch website
- Full-page ad in 10/26 HONORING BIRCH@45 Event digital slideshow
- Opportunity for a virtual lunch and learn for your company, neighbor group, faith community, etc.
- **Opportunity to sponsor the print + digital mile markers (3 opportunities)**
- **Logo on Racer T-Shirt**
- Invitation to post-event VIP cocktail party

Partner • \$7,500

- **Logo on promotional materials for both the Race** and the 10/26 HONORING BIRCH@45 Event, including invitation, Race registration materials, website, e-blasts and social media
- Half-page ad on 10/26 HONORING BIRCH@45 Event digital slideshow
- Opportunity for a virtual lunch and learn for your company, neighbor group, faith community, etc.
- **Opportunity to sponsor run/walk swag**
- **Logo on Racer T-Shirt**
- Invitation to post-event VIP cocktail party

Mentor • \$5,000

- **Listing on promotional materials for both the Race** and the 10/26 HONORING BIRCH@45 Event, including invitation, Race registration materials, website, e-blasts and social media
- Listing in 10/26 HONORING BIRCH@45 Event digital slideshow
- Opportunity for a virtual lunch and learn for your company, neighbor group, faith community, etc.
- Invitation to post-event VIP cocktail party

Make a gift now to support the BIRCH@45 CAMPAIGN.

Best Friend • \$2,500

- Invitation to post-event VIP cocktail party
- Listing in 10/26 HONORING BIRCH@45 Event digital slideshow
- Listing in our Annual Report

Great Friend • \$1,000

- Invitation to post-event VIP cocktail party
- Listing in 10/26 HONORING BIRCH@45 Event digital slideshow
- Listing in our Annual Report

Good Friend • \$500

- Listing in our Annual Report

Friend • \$250

Supporter • \$100

To sponsor at any of the above levels please go online to: birchfamilyservices.org/birch45-campaign or return this form via mail or email.

Make a gift of \$100 or more before October 21, 2020, and we'll list you in our Honoring BIRCH@45 Event digital slideshow and recognize your support in various ways throughout the year.

All Racers, sponsors and family members will be invited to BIRCH@45 FINISH LINE PARTY, a post-Race zoom event on October 15, 2020.

I would like to sponsor at the following level:

- Presenting Sponsor • \$25,000**
- Champion • \$15,000**
- Advocate • \$10,000**
- Partner • \$7,500**
- Mentor • \$5,000**

- Best Friend • \$2,500**
- Great Friend • \$1,000**
- Good Friend • \$500**
- Friend • \$250**
- Supporter • \$100**

CONTACT INFORMATION

NAME ORGANIZATION/COMPANY

ADDRESS

CITY STATE ZIP

PHONE EMAIL

- My/Our gift is anonymous.
- My company will match this gift.

PAYMENT METHOD

- Enclosed please find a check made payable to Birch Family Services.
- Please charge \$ _____ to my credit card

CARD NUMBER

EXPIRATION DATE SECURITY CODE

NAME ON CARD

SIGNATURE



Please return this form to: Samantha Nottingham, Chief Development Officer, Birch Family Services, Inc., 104 West 29th Street, New York, NY 10001 or by email at Samantha.Nottingham@birchfamilyservices.org.

For more information: Contact Samantha Nottingham at Samantha.Nottingham@birchfamilyservices.org or 212-616-1886.

Birch Family Services is a 501(c)(3) organization. Your gift is tax deductible to the full extent allowed by law.