



Roof Sit 2010 Sponsorship Package *Connecting Businesses with a Great Cause*

Purpose of the Event: Roof Sit raises money each year to support two programs at The Community Healing Centers that treat and prevent child abuse and neglect in our community. These two programs, The Children's Advocacy Center and Infant & Parent Services Programs help hundreds of children and their families every year. All money raised stays right here in southwest Michigan.

Major Sponsors: Cumulus Broadcasting and Wright for Kids

The Event: The event features 103.3 KFR disc jockeys who stay on the roof of Helzberg Diamonds and Hairmasters for 3 days broadcasting live to raise money to support programs that treat and prevent child abuse and neglect in our community. Individuals, businesses, schools and employee groups call in their pledge or stop by the event site and make donations. In 2009, the event raised \$77,000 to help kids in need.

Fundraising for Roof Sit is more than just the three days in May. The effort kicks off in February with a Bowling Sweeper Tournament where bowling league members pay \$2 to have their scores for the night entered in a competition to win a chance to be in a Bowling Tournament on February 27. Prizes, certificates and Direct Air round trip tickets are part of the prize packet. Also on February 27 Roof Sit hosts a community bowl-a-thon to raise money for Roof Sit. Other event components that provide sponsorship opportunities include a community dinner with an auction, Tips for Kids, and a Golf Fore Kids. The three day event in May is the signature fundraising component, but all of the initiatives help to raise money that treat children right here in our community.

ROOF SIT WEEKEND SPONSORSHIP OPPORTUNITIES

Event Dates: May 20-22, 2010

Super Heroes Level Sponsor - \$1,000 Sponsorship

- Logo printed on the back of volunteer T-shirts
- Sponsorship of one-hour prime-time radio broadcast during the Roof Sit Event – which includes at least 4 significant mentions throughout the hour. Prime time hours to be determined.
- Website listing of logo with direct link
- Name and/or logo listed on sign posted at the Roof Sit site
- Ability to hang corporate banner at the event
- Name listed in promotional materials associated with the event

Heroes Level Sponsor - \$500 Sponsorship

- Logo printed on the back of volunteer T-shirts
- Sponsorship of one-hour non-prime time broadcast during the Roof Sit Event. Includes mentions throughout the hour. Non-prime time hours
- Website listing of logo with direct link
- Name and/or logo listed on sign posted at the Roof Sit site
- Ability to hang corporate banner at the event
- Name listed in promotional materials associated with the event

T-Shirt Sponsor - \$250 Sponsorship

- Logo printed on the back of volunteer T-shirts
- Website listing of logo with direct link
- Name and/or logo listed on sign posted at the event
- Ability to hang corporate banner at the event
- Name listed in promotional materials associated with the event

Stay off the Roof – Pledging sponsorship – perfect for a company initiative

- Logo printed on the back of volunteer T-shirts
- Highlighted in talking points during the live broadcast as a human interest story
- Website listing of name and effort (and story if it is a company/organizational effort)
- Name listed in promotional materials associated with the event

Special Event Sponsor - \$250 Sponsorship

- Name associated with the sponsored event (see listing below)
- Name and/or logo at the event site
- Name and/or logo with event specific promotional materials
- Logo printed on the back of volunteer T-shirts
- Website listing of logo with direct link
- Ability to hang corporate banner at the event

Special events include:

- Diva Deck Party
- Children's playground – inflatable games
- Mother/daughter spa day
- Children's Carnival – dunk tank – your principal, pie throwing, etc.

PRE-EVENT FUNDRAISING SPONSORSHIPS

Golf Fore Kids Event (July)

Gold Sponsorship - \$500

- Name associated with the Golf Fore Kids event (over 150 golfers participated in 2009)
- Name and/or logo at the event site and on 500 printed brochures for the golf event
- Name and/or logo with golf promotional materials including score cards, event day signage, and recruitment efforts (web and Facebook)
- Logo printed on the back of golf tournament T-shirts
- Website listing of logo with direct link
- Ability to hang corporate banner at the event

Silver Sponsorship - \$250

- Name associated with the Golf Fore Kids event (over 150 golfers participated in 2009)
- Name and/or logo at the event site and on golf hole sign at the event
- Logo printed on the back of golf tournament T-shirts
- Name and/or logo with golf promotional materials including event day signage, and recruitment efforts (web and Facebook)
- Website listing of logo with direct link
- Ability to hang corporate banner at the event

Bronze Sponsorship - \$100

- Name associated with the Golf Fore Kids event (over 150 golfers participated in 2009)
- Name and/or logo with golf promotional materials including event day signage, and recruitment efforts (web and Facebook)
- Website listing of logo with direct link
- Ability to hang corporate banner at the event

Bowling Sweeper Tournament Donations

Donations are needed for prizes that are used as an incentive for participants to donate or pledge their support financially.

BOGO Sweeper Book

Restaurants agree to the following:

1. Provide 2 coupons that would support a buy one, get one free entry valid for the year 2010
2. Provide a \$10 gift certificate or a restaurant t-shirt/mug/printed item

Restaurants will receive:

1. Promotional listing on flyers regarding the Sweeper Tournament – marketing to 3,000 bowlers at 6 Bowling houses
2. Coupon – that includes a company logo, certificate, and address/hours in 100 printed books
3. Company name and logo on 8 22 by 24 inch signs that will be on display during the Sweeper Tournament (2 weeks, 6 bowling lanes, 3,000 bowlers)
4. Company name listed as part of a Roof Sit sponsor during Roof Sit May 20-22.

Prize Donations:

- Certificates (needed for the Sweeper Tournament, the Fundraising Dinner, and Event weekend prizes).
- Donated baskets (needed for the Sweeper Tournament, the Fundraising Dinner, and Event weekend prizes).
- Donated product – any item can be used (needed for the Sweeper Tournament, the Fundraising Dinner, and Event weekend prizes).

Fundraising Dinner – donation of meals for the event

Presenting Sponsorship - \$1,000

- Name associated with the Fundraising Dinner event (the event raised nearly \$50,000 in 2008)
- Name and/or logo at the event site and on 500 printed brochures for the Roof Sit Event and fundraising dinner.
- Name and/or logo with fundraising dinner promotional materials including invitations, table top signage, event day program signage
- 103.3 KFR event week promotions and event day mentions
- Event day signage, and recruitment efforts (web and facebook)
- Logo printed on the back of volunteer T-shirts at Roof Sit
- Website listing of logo with direct link
- Ability to hang corporate banner at the event
- Donation of meals and point-of-purchase promotion provided

Return Information

The Community Healing Centers, 2615 Stadium Drive, Kalamazoo, MI 49008.
For additional questions, please call Lorri Kirby at 269/343-1651 (154) or lkirby@chcmi.org.
For more information on Roofsit, please visit www.roofsit.com.