



**2023**

**Sponsorship & Advertising  
Opportunities**

# OVERVIEW

The Wigs Off for Cancer annual Fundraising Gala will be held on **Saturday, August 19** at the Hilliard Moose Lodge at:

**5370 Grace Street, Hilliard, OH 43026**

Attendance is anticipated at 150 people.

This year's goal is to raise \$75,000 to continue to help those battling cancer.



## OUR MISSION:

[WWW.WIGSOFF.ORG](http://WWW.WIGSOFF.ORG)

AS THE EVER-CHANGING LANDSCAPE OF FUNDING FOR LOCAL ORGANIZATIONS DWINDLES, OUR MISSION IS TO "OPERATE AS A GRASSROOTS FUNDRAISING ORGANIZATION WORKING TO RAISE MONEY TO HELP THOSE BATTLING CANCER."

## ABOUT US:



WIGS OFF FOR CANCER IS A COMMUNITY IMPACT PROJECT OPERATING UNDER THE FISCAL SPONSORSHIP OF IN(FORM)ED, A PROGRAM OF COMMUNITY SHARES OF MID OHIO, A 501(c)(3) OPERATING AS A NONPROFIT CORPORATION IN THE STATE OF OHIO. WORKING WITH COMMUNITY SHARES ELIMINATES THE RISK OF LATE OR MISSED DEADLINES FOR YOUR COMPLIANCE FILINGS WHILE ENSURING CONTINUITY OF OPERATIONS AND PROTECTING ORGANIZATION LEADERSHIP.

# WIG CENTER

*The Wig Center  
at Wigs Off*



**SALON LOFTS  
DUBLIN NW SQUARE  
6666 Sawmill Road  
Loft #6  
Columbus, OH 43235  
(614) 642-8282**

## **HELPING TO RESTORE DIGNITY & A SENSE OF NORMALCY TO THOSE BATTLEING CANCER**

Cancer strips away a person's dignity, confidence and identity: especially when having to deal with treatment related hair loss.

On August 19th 2022 we were so proud to have the official ribbon cutting, opening the first (hopefully of many)

### **Wig Center at Wigs Off**

The Wig Center is here to provide wigs and wig services including cleaning & maintenance. These services are provided to those in need at no charge in our private salon environment,

Wigs Off for Cancer strives to return some of what has been lost since diagnosis.

# 2023 Sponsorship Opportunities



## FOR BUSINESS

### STEP 1

### CHOOSE SPONSOR LEVEL

See next page for full listing of publicity & recognition for each level

- PRESENTING \$5,000**
- STAGE \$2,500**
- PARTNER \$1,000**
- SUPPORTING \$500**
- AMBASSADOR \$300**
- PATRON \$150**
- MENTOR \$75**

### FOR ALL ADS & LOGOS

- Use Past Ad/Logo
- I Will Supply A New/Updated Ad/Logo

Send Electronic Version of New Ad/Logo to: [Sponsorship@WigsOff.org](mailto:Sponsorship@WigsOff.org)  
by Monday July 24th, 2023

Ads should be submitted as a full-color, high-resolution PDF, JPEG or PNG

NAME AS YOU WISH IT TO APPEAR IN  
EVENT LITERATURE

### STEP 2 FILL OUT INFORMATION

Contact

Phone

Email Address

Billing Address

City

State

ZIP Code

### STEP 3 CHOOSE FORM OF PAYMENT

By Check: Payable to **COMMUNITY SHARES OF MID OHIO**, is enclosed in the amount of \$ \_\_\_\_\_

To pay by credit card, please go to: [WWW.WIGSOFF.ORG/SPONSORSHIP](http://WWW.WIGSOFF.ORG/SPONSORSHIP)

A Community Impact Project of;



RETURN COMPLETED FORM & PAYMENT BY JUNE 1, 2023 to:  
WIGS OFF FOR CANCER  
914 EASTWIND DR.  
WESTERVILLE, OH 43081  
QUESTIONS? EMAIL:  
[SPONSORSHIP@WIGSOFF.ORG](mailto:SPONSORSHIP@WIGSOFF.ORG)

Gala Date: Saturday August 19 2023










# 2023 Sponsorship Opportunities

## Wigs Off for Cancer 2023 Fundraising Gala

**Gala Date: August 19, 2022**

**Attendance: 2022 attendance was 137 people**

### Recognition & Publicity

	Presenting \$5,000	Stage \$2,500	Partner \$1,000	Supporting \$500	Ambassador \$300	Patron \$150	Mentor \$75
Recognition on poster, Wigs Off website & Facebook page, flyer and signage							
Recognition on Wigs Off website & Facebook page							
Ad size in Program	Full (Color)	Full (Color)	Full (B&W)	Full (B&W)	Half (B&W)	Quarter (B&W)	None
Complimentary Gala tickets (value)	16 (\$1200)	8 (\$600)	4 (\$300)	None	None	None	None
Swag Bag Advertising Fee (Material provided by Sponsor)	Included	Included	Included	None	None	None	None
Recognition as presenting sponsor on program cover, full-color ad in program							
Recognition as Stage Sponsor on program cover, full-color ad in program							

### Additional Gala Seating

Additional Gala seating is available at a cost of \$75 for an individual or \$600 for a table of 8.

### Sponsorship Deadline is 07/01/2023

Please contact us at [Sponsorship@WigsOff.org](mailto:Sponsorship@WigsOff.org) for more information. You can also go to [WigsOff.org/Sponsorship](http://WigsOff.org/Sponsorship) for additional information.



**Net proceeds support organization mission to “Operate as a grassroots fundraising Organization working to raise money for those battling cancer.”**

Since 2019 Wigs Off for Cancer has raised over \$55,000

**WWW.WIGSOFF.ORG | 914 EASTWIND DR. | WESTERVILLE, OH 43081**

# SILENT AUCTION

IN 2022 OUR SILENT AUCTION RAISED OVER \$4,500, RETAINING 89% OF THE TOTAL DONATIONS VALUE!

## THE EVENT:

ONE OF THE MAIN EVENTS AT OUR ANNUAL FUNDRAISING GALA IS OUR SILENT AUCTION. IN 2022, WITH THE HELP OF OUR NEW BIDPAL SOFTWARE WE WERE ABLE TO CAPITALIZE ON A GREATER AMOUNT OF BIDS BY OUR ATTENDEES WITHOUT THEM EVEN LEAVING THEIR SEATS.



## HOW YOU CAN HELP:

THE STRENGTH OF OUR EVENT IS ONLY BECAUSE OF YOU, OUR DONORS. SINCE WE DO NOT TAKE CONSIGNMENT ITEMS INTO OUR SILENT AUCTION 100% OF ALL MONEY RAISED REMAINS WITHIN OUR ORGANIZATION. THERE ARE VERY FEW ITEMS WE COULDN'T USE IN OUR SILENT AUCTION, YOUR DONATION IS ONLY LIMITED BY YOUR IMAGINATION.

THE MINIMUM RETAIL VALUE OF A LOT IS SET AT \$75. ALTHOUGH WE RESERVE THE RIGHT TO ADD TO OR COMBINE LOTS FOR THE SILENT AUCTION WE WORK VERY HARD TO PRESERVE SINGLE-DONOR LOTS. ONLINE AND IN THE PHYSICAL PROGRAM, ALL DONORS ARE CREDITED FOR THEIR CONTRIBUTION. (SEE BACK FOR SAMPLE FROM LAST YEAR)

BEING A FISCALLY SPONSORED PROJECT OF A 501(C)(3) ORGANIZATION, ANY ITEMS THAT YOU DONATE ARE TAX-DEDUCTIBLE AS ALLOWED BY THE IRS & STATE OF OHIO. PLEASE CONSULT A TAX PROFESSIONAL FOR MORE INFORMATION.

# SILENT AUCTION

\$101 Value

*Starting Bid*  
**\$40**

It's  Time.

# SOMEWHERE IN CINCINNATI

**WIN A CHANCE TO CATCH  
THE REDS LIVE IN ACTION!**

**FOUR (4) VIEW LEVEL\* TICKETS  
OR TWO (2) TERRACE LINE TICKETS**

**\$25 SKYLINE GIFT CARD**

**2XL SKYLINE CHILI TSHIRT**

**\* UPPER VIEW LEVEL OR BLEACHERS MAY BE  
SUBSTITUTED IF VIEW LEVEL IS NOT AVAILABLE.**



REDEEM TICKETS NOW THROUGH  
SEPTEMBER 22, 2023.

**LOT #116**

VALID FOR 2023 REGULAR SEASON HOME GAMES ONLY.

# AD OPPORTUNITIES

EVERY PERSON IN ATTENDANCE WHETHER VOLUNTEER, PERFORMER OR TICKET HOLDER WILL RECEIVE A COPY OF THE PROGRAM



## AD SALES:

IF YOU'RE NOT YET READY TO BECOME A FULL SPONSOR, WHICH COMES WITH AN AD OF YOUR OWN, THEY ARE AVAILABLE FOR PURCHASE STARTING AT ONLY \$150! SUPPORTING, AMBASSADOR AND PATRON LEVEL SPONSORSHIPS ARE STAND-ALONE OPPORTUNITIES TO PURCHASE AD SPACE IN OUR PROGRAM THAT IS DISTRIBUTED TO ALL PERSONS IN ATTENDANCE THE EVENING OF THE GALA. ALL ADS SIZES ARE BASED OFF FROM A 8.5 X 4.5" FULL PAGE AD. FEEL FREE TO ADD ON ANY ADDITIONAL SEATING FOR \$75 PER PERSON OR \$600 FOR A TABLE OF 8.

## SWAG BAGS:

THIS YEAR WE WILL AGAIN BE PROVIDING EVERYONE IN ATTENDANCE A SWAG BAG FOR THEM TO TAKE HOME. IF YOU WOULD LIKE TO INCLUDE A LOGOED ITEM TO DISTRIBUTE IN THE BAG PLEASE LET US KNOW. WE WILL NEED 200 OF THE ITEM AND A \$100 FEE BY AUGUST 1ST TO BE INCLUDED. IF ARE INTERESTED IN HAVING US PRODUCE YOUR ITEMS FOR YOU, PLEASE CONTACT US PRIOR TO JULY 15TH TO GUARANTEE ITEM DELIVERY.



# AD OPPORTUNITIES

## AD SIZES:



Half Page

4.25" X 4.5

Full Page

8.5" X 4.5

Quarter Page

4.25" X 2.25