

A Holly Jolly Christmas Gala

Wigs Off
For Cancer

to Support Cancer Patients

*Featuring the Sights and
Sounds of the 1960's*

*Sponsorship &
Advertising
Opportunities*

WWW.WIGSOFF.ORG

Saturday, December 11, 2021

7:00 PM to 10:00 PM

A Project Sponsored by:



Wigs Off for Cancer 2021

Sponsorship & Advertising Guide

Table of Contents

Section	Topic	Page
Overview	Mission	3
	Concept	3
	Theme	3
	About Community	3
	Entertainment	
	Food	4
	Silent Auction	4
	Drag Gala	4
Sponsorship	Sponsorship Proposal	5
	Sponsorship Guide	5-6
	Advertising	
	Advertising Options	7



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With over 6,000 new cancer cases every year in Franklin County there isn't a single person that hasn't been affected by this disease in some way.*

We offer MANY different opportunities to sponsor this event and get your business or organization in front of hundreds of potential new customers!!

** Ohio Cancer Atlas 2019- Ohio Department of Health*

Inspire others by securing your spot
CALL TODAY!

JEREMY WILLIS
(614)859-4135
Jeremy@wigsoff.org

“No one is useless in this world who lightens the burdens of another.” - Charles Dickens

Mission...

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 for those battling cancer.”**

Concept...

Every year we hold our annual fundraiser with a gala featuring a Drag Production and Silent Auction featuring items donated by local companies and individuals. Although **we weren't able to get together to celebrate those living and battling cancer, when we were together in 2019 we were able to raise over \$20,000 in our first year!**

This year we are looking to have an attendance of 200 and would like to raise a total of more than \$50,000

Theme...

With the COVID-19 pandemic the entire nonprofit world has had to shift their calendars, causing us to move our event to December. What better time of year to pull out all the stops and have a Christmas spectacular **celebration? With the year(s) we've been having why not look back on the good 'ol days and have a swinging swanky Holly Jolly Christmas Gala bringing back the sights and sounds of the 60's?**



About Community Shares...

This year *Wigs Off for Cancer* is so pleased to announce our partnership with Community Shares as our fiscal sponsor! We are a community impact project operating under 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.



Entertainment...

In an evening full of different entertainment we aim to have different food options, our Silent Auction and our Drag Gala to keep you busy during your time with us.

Food...

This year we are planning to partner with some of the best food options in our city; food trucks! Attendees will be able to sample the wares of 4-6 different food trucks to consume while battling for their Silent Auction wins and consuming beverages from our cash bar.

Silent Auction...

Thanks to the donations from local companies we are able to have our amazing silent auction. If you would like to donate to our Silent Auction please let me know.

Entertainment



Drag Gala...

1. National Headliner...

The greatest way to increase our attendance is to bring in a National Headliner, especially talent from *RuPaul's Drag Race*. Your sponsorship will help us accomplish this goal.

2. Local Drag Talent...

With the wide selection of drag talent here in Columbus and surrounding areas it will not be difficult to have a show full of great entertainers who are willing to donate their time to such an amazing cause. Some of these Queens from the past include; Virginia West, Samantha Rollins, Ava Aurora Foxx, Bianca Debonair, Jennifer Lynn & Soy Queen.

3. Clients...

There is a story that only those who have gone through the battle of cancer can tell. To celebrate their journey we are again planning to invite a member of the community to join us as a cast member. They will be dressed in Drag and will perform alongside the other queens during the show. These stories may be their own but, with your help, they will never be alone.

Sponsorship...

Dearest Sponsor,

At *Wigs Off for Cancer*, we started serving Columbus in 2019 by “**Operating as a grassroots fundraising Organization working to raise money for those battling cancer.**” At this time we are looking for sponsors to help us present this year’s fundraiser.

On Friday, December 11th, 2021 we are planning this year’s big event. At this event, we will raise money by a combination of table sales, bar sales, a silent auction and collected tips during the event. However, we think our efforts would go even further with a company like yours as an official corporate sponsor. In this role, your **business would provide a cash donation and in turn we would promote your company as the event’s official sponsor** at the event as well as on our official website. Opportunities to promote your business may be available upon request. Since we are a community impact project operating under the fiscal sponsorship of In (form)ed, a program of Community Shares of Mid Ohio, your company may qualify for certain tax benefits as applicable by state and federal laws.

With a company like yours behind us for our event, we’re sure to achieve this season’s fundraising goal of \$50,000! If your company is interested in being an official event sponsor, please don’t delay. We don’t want you to miss a great opportunity to support a great cause. We can’t wait to hear back!

Sponsorship Guide...

Sponsorship comes in all sizes great and small. Below you will find the different sponsorship levels and what they include*.

Producing Sponsor...

Number Available: 1

Donation Amount: \$7,500 [\$7,120]

The Producing Sponsor of this year’s event will have the privilege of appearing at the top of all marketing materials that are produced as “(Company Name) presents: Wigs Off for Cancer 2021” including on our website. As the Producing Sponsor you will also have first right of refusal in your title for any and all subsequent events of Wigs Off for Cancer.

Producing Sponsorship also includes:

- Ad space on our website under the “sponsor” section.
- Full color back page ad of the program that will be distributed to all persons in attendance.
- 2 Preferred tables for 4 to the Event; including dinner.

*Prices in brackets are an approximation of the tax deductible portions of each sponsorship as allowed by law. Additional opportunities for advertising exist, please contact with ideas or more information

Stage Sponsor...

Number Available: 2

Donation Amount: \$5,000 [\$4,800]

The Stage Sponsor of this year's event will have the privilege of appearing in all marketing materials that are produced, including on the website. As the Stage Sponsor you will also have first right of refusal in your title for any and all subsequent events of Wigs Off for Cancer.

Stage Sponsorship also includes:

- Ad space on our website under the "sponsor" section.
- Full color inside front or back page ad of the program that will be distributed to all persons in attendance.
- Preferred table for 4 to the Event; including dinner.

Centerpiece Sponsor...

Number Available: 1

Donation Amount: \$3,500 [\$3,314]

The Centerpiece Sponsor of this year's event will have the privilege of appearing in all marketing materials that are produced, including on the website. As the Centerpiece Sponsor you will also have first right of refusal in your title for any and all subsequent events of Wigs Off for Cancer.

Centerpiece Sponsorship also includes:

- Ad space on our website under the "sponsor" section.
- Black and white 1/2 page ad in the program that will be distributed to all persons in attendance.
- Preferred table for 4 to the Event; including dinner.

Beer, Wine & Liquor Sponsors...

Number Available: 1 each (Industry Specific)

Donation Amount: \$1,000 [\$906]

The Beer, Wine & Liquor Sponsors of this year's event will be included in all marketing materials that are produced, including on the website. As the Beer, Wine & Liquor Sponsors you will also have first right of refusal in your title for any and all subsequent events of Wigs Off for Cancer.

Beer, Wine & Liquor Sponsorship also includes:

- Ad space on our website under the "sponsor" section.
- 1/3 page, facing back page ad of the program that will be distributed to all persons in attendance.
- Seating for 2 to the Event at a preferred table; including dinner.

Advertising...

In addition to sponsors we are providing opportunities for companies to purchase advertising space in

Ad Sizing & Price Guide...

Below you will find the size requirements and pricing for ad purchase in this year's program. All ads should be in 300 DPI for best results. All ad copy will be due no later than November 19th.

<p>Full Page</p> <p>VIP - add \$180 Includes: Seating for 4 at a preferred table at the Event; including dinner.</p>	<p>FULL SIZE PHOTO/AD: Width: 4.50 inches Height: 7.375 inches \$500</p> <p>1/2 SIZE PHOTO/AD: Width: 4.50 inches Height: 3.75 inches \$250</p> <p>1/3 SIZE PHOTO/AD: Width: 4.5 inches Height: 2 inches \$200</p> <p>1/4 SIZE PHOTO/AD: Width: 2.25 inches Height: 3.75 inches \$150</p> <p>COVER PAGES: Width: 4.625 inches Height: 7.75 inches \$ Included in Sponsorship</p>
<p>Half Page</p> <p>Quarter Page</p> <p>Third Page</p>	