



February 27, 2021

**Hosted Watch Parties – Bella’s Fine Dining
or
Your Location of Choice**



OVERVIEW

2020 has provided our community with many challenges that require us to approach things differently, reevaluate our path, and use wisdom when planning for the future. At the Southeast Health Foundation, we are doing just that. This year, we are producing the first ever virtual gala with optional hosted watch parties.

THE Gala 2021 - *Together for Good* is an interactive, online experience to raise money and awareness for our mission. But it's really even more than that...

This year we want to share some of the spotlight with small, local businesses who have generously supported us in the past. By sponsoring THE Gala 2021, you will not only help fund healthcare services and programs offered in our community, but you will also be supporting local businesses and entrepreneurs.

Sponsors for this event will receive our Lift Up Local VIP WOW Box along with other sponsor benefits. Individuals can contribute \$125 toward a Lift Up Local WOW Box and they will receive surprise products from some of the area's finest entrepreneurs & businesses.

Don't miss out on this unique experience filled with valuable surprises and unexpected, heartfelt moments. Join us for **THE Gala 2021 - *Together for Good***.

DATE, TIME, LOCATION

Saturday, February 27, 2021

6:00 p.m. VIP Watch Party Welcome & Dinner at Bella's – Downtown Dothan

7:00 p.m. THE Gala 2021 Virtual Gala Program Begins

During the gala program on February 27, 2021 we will share insights into the items and participating businesses. All Lift Up Local WOW Boxes will be numbered and during the program that evening your box number could win you exciting prizes.....BUT you must be tuned in to WIN!

The Lift Up Local WOW Box will include curated treasures from:

Bella Eden Farms, Boil Weevil Soap Company, Coast & Cotton, Miles of Flowers, Mural City Coffee, For Pet's Sake, Shute Pecan Company, The Olive Fruit, KBC, Dakota Coffee Works, Saint Andrews Soap Company, Hall's Cornmeal, Weevil Nut Company, and more.

Additionally, we will be hosting a short live auction in case you want to look toward future trips when traveling again or splurge on something in the name of charitable giving. By the end of the event, you will know more about some of the Wiregrass's best small businesses, hear about people whose lives have been changed through healthcare provided by Southeast Health, and feel great for having contributed to the future of both.



ATTENDEE DEMOGRAPHICS

Between coordinated Watch Party locations and those viewing from their homes we anticipate over 300 individuals engaging with our virtual gala program. These include but are not limited to Southeast Health executives, healthcare professionals, and business and philanthropic leaders.

COMMUNITY VISIBILITY

Sponsors receive visibility before, during and after THE Gala.

This will include opportunities in print ads, digital ads, printed save the date announcements, printed invitations, the Southeast Health Foundation website, and the Southeast Health Foundation social media accounts.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Promote your company with exclusive brand placement at THE Gala and showcase your commitment to health care in the community. By sponsoring components of the event, you can associate your brand with some of the most creative and anticipated aspects of the evening.

All opportunities include advertising benefits, tickets, and recognition in the event program. If you do not see an advertising benefit you would like, ask about our custom packages. By sponsoring THE Gala 2021, you will not only help fund healthcare services and programs offered in our community, but you will also be supporting local businesses and entrepreneurs.

Sponsorships & Lift Up Local WOW Boxes can be purchased through our website at sehealthfoundation.org or by calling the Southeast Health Foundation Office at 334.673.4150.

CONTACT

Southeast Health Foundation
1806 Fairview Avenue
Dothan, Alabama 36303
334.673.4150
www.sehealthfoundation.org

Amy Bunting | Director | aebunting@southeasthealth.org
Sarah Jenks | Donor Relations Specialist | skjenks@southeasthealth.org



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

THE LOVE Dothan (*Presenting*) Sponsorship.....\$25,000

Naming rights to the event – “THE Gala presented by YOUR COMPANY”
Logo displayed on promotional materials
Twenty (20) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Ten (10) Lift Up Local VIP Boxes
Formal recognition as Presenting Sponsor during the evening program
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Full page, color ad on the back cover of the event program
Recognition on event signage and in media releases distributed by the Foundation
Invitation to provide a 60 second commercial spot during the evening program
Logo/ company name featured on the Foundation website and social media outlets

THE Peanut Capital (*Catering*) Sponsorship.....\$15,000

Company name/logo displayed on all delivered dinners
Sixteen (16) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Eight (8) Lift Up Local VIP Boxes
Formal recognition as the Catering Sponsor during the evening program
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Full page, color ad on the inside, front cover of the event program
Recognition on event signage and in media releases distributed by the Foundation
Invitation to provide a 30 second commercial spot during the evening program
Logo/ company name featured on the Foundation website and social media outlets

THE Mural City (*Beverage*) Sponsorship.....\$12,000

Company name/logo on etched wine or pint glasses to be included in all Lift Up Local WOW Boxes (2 per box)
Fourteen (14) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Seven (7) Lift Up Local VIP Boxes
Formal recognition as the Beverage Sponsor during the evening program
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Full page, color ad on the inside, back cover of the event program
Recognition on event signage and in media releases distributed by the Foundation
Invitation to provide a 30 second commercial spot during the evening program
Logo/ company name featured on the Foundation website and social media outlets



EXCLUSIVE SPONSORSHIP OPPORTUNITIES *continued*

THE Circle City (*Delivery*) Sponsorship.....\$10,000

Company name/logo on delivery tags attached to all Lift Up Local WOW Boxes
Twelve (12) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Six (6) Lift Up Local VIP Boxes
Formal recognition as the Delivery Sponsor during the evening program
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Full page, black & white ad in the event program
Recognition on event signage and in media releases distributed by the Foundation
Invitation to provide a 30 second commercial during the evening program
Logo/ company name featured on the Foundation website and social media outlets

THE Porter's Fairyland (*Production*) Sponsorship.....\$10,000

Company name/logo on all instructional materials for viewing the virtual gala
Twelve (12) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Six (6) Lift Up Local VIP Boxes
Formal recognition as the Production Sponsor during the evening program
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Full page, black & white ad in the event program
Recognition on event signage and in media releases distributed by the Foundation
Invitation to provide a 30 second commercial during the evening program
Logo/ company name featured on the Foundation website and social media outlets

THE Poplar Head Park (*Fund-A-Need*) Sponsorship.....\$8,000

Company name/ logo at the start of the video appeal during the evening program
Recognition as first donor during the Fund-A-Need auction
Ten (10) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Five (5) Lift Up Local VIP Boxes
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Half page, black & white ad in the event program
Recognition on event signage and in media releases distributed by the Foundation
Logo/ company name featured on the Foundation website and social media outlets



EXCLUSIVE SPONSORSHIP OPPORTUNITIES *continued*

THE Landmark Park (Live Auction) Sponsorship.....\$6,500

Company name/ logo at introduction of the live auction
Eight (8) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Four (4) Lift Up Local VIP Boxes
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Half page, black & white ad in the event program
Recognition on event signage and in media releases distributed by the Foundation
Logo/ company name featured on the Foundation website and social media outlets

LIMITED SPONSORSHIP OPPORTUNITIES

THE Houston County Sponsorship.....\$3,000

Logo displayed on promotional materials
Four (4) tickets to VIP Watch Party (*includes dinner, wine & beer*)
Two (2) Lift Up Local VIP WOW Boxes
Opportunity to provide a product in Lift Up Local WOW Box with your business logo/ name
Listing in the event program

4 OPPORTUNITIES

THE Wiregrass Sponsorship.....\$1,500

Two (2) tickets to VIP Watch Party (*includes dinner, wine & beer*)
One (1) Lift Up Local VIP WOW Box
Listing in the event program

12 OPPORTUNITIES



UNLIMITED SPONSORSHIP OPPORTUNITIES

THE Solomon Park Sponsorship.....\$1,000

Dinner for two (2) | Pick up afternoon of Virtual Gala (Does not include the VIP Watch Party)
One (1) Lift Up Local VIP WOW Box

TICKETS & BOXES

General Admission to View & Participate in the Virtual GalaFREE

Registration is REQUIRED | Does not include VIP Watch Party Entry

Lift Up Local WOW Box\$125

Includes one (1) Lift Up Local WOW Box delivered to your home
Does not include VIP Watch Party Entry

If you are interested in hosting an in-home watch party and
need assistance with coordinating your event please call the
Southeast Health Foundation.

2021 SPONSORSHIP COMMITMENT FORM

Date: _____
 Business Name: _____
 Contact Name: _____ Title: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 Email: _____

Please mark your selection:

- ☐ **THE LOVE Dothan (*Presenting*) Sponsorship \$25,000**
☐ **THE Peanut Capital (*Catering*) Sponsorship..... \$15,000**
☐ **THE Mural City (Beverage) Sponsorship \$12,000**
☐ **THE Circle City (*Delivery*) Sponsorship \$10,000**
☐ **THE Porter's Fairyland (*Production*) Sponsorship..... \$10,000**
☐ **THE Poplar Head Park (*Fund-A-Need*) Sponsorship..... \$8,000**
☐ **THE Landmark Park (*Live Auction*) Sponsorship..... \$6,500**
☐ **THE Houston County Sponsorship..... \$3,000**
☐ **THE Wiregrass Sponsorship \$1,500**
☐ **THE Solomon Park Sponsorship \$1,000**
☐ **Lift Up Local WOW Box..... \$125**
☐ **Donation \$_____**

Payment information:

- ☐ My payment is enclosed. (Check, Cash, or Money Order)
☐ Please invoice me on _____. (MM/DD/YY)
☐ I would like to make pledge payments and be invoiced on a:
 ○ Monthly basis beginning in _____. (All sponsorships must be paid in full by June 30, 2019.)
☐ I would like to make a payment(s) via credit card (or call us for telephone processing).
 Credit Card Type: ___ VISA ___ MasterCard ___ Discover ___ American Express
 Card Number: _____
 Exp. Date: _____ Card V Code (last 3 or 4 digits on back of card): _____

Authorized Signature: _____

Return to Southeast Health Foundation by mail to 1806 Fairview Avenue, Dothan, Alabama 36301, or by email to aebunting@southeasthealth.org.

Key Deadlines: To receive all sponsorship benefits, reply by December 14, 2020 for recognition on the printed invitation and by February 1, 2021 for recognition in the event program.