



Lafayette River Circle & The Regatta Circle

Dear Friend of Children's Hospital of The King's Daughters:

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On behalf of The King's Daughters, founding organization of Children's Hospital of the King's Daughters (CHKD), we are pleased to announce that the 6th Annual Rockin' on the River Benefit Concert will be held at The Pagoda in Downtown Norfolk. We would be honored if you would consider sponsoring this annual event to benefit the hospital. This year's event will be held on September 30, 2017 from 3:00 PM-7:00 PM. It is sure to be a fantastic afternoon of music and fun!

For over 120 years, The King's Daughters have been a driving force in providing resources to address the health care needs of our community's children. When we learned that today more children die from suicide than cancer, cardiovascular disease, birth defects, pneumonia, flu and chronic lung disease combined, we knew we must take action. In June, we pledged to raise \$1 million for CHKD to combat this pediatric mental health crisis in our community.

The funds we raise will help CHKD train more staff and build a stronger infrastructure to provide timely and effective care for children. We hope you will join us in our commitment with your donation of to our circle project. Your gift is tax deductible.

With your help we would like to make this event a success! We would be honored if you would consider becoming a Sponsor of the 2017 Rockin' on the River Benefit Concert. Enclosed are the sponsorship opportunities for this event for your review. Please contact Margaret Sarcone, Lafayette River Circle Project Chair at (757) 412-7200 OR via email, margaret.sarcone@gmail.com with any questions or concerns or to secure your sponsorship level!

We look forward to collaborating with you to make the 2017 Rockin' on the River Benefit Concert a success! It is sure to be an outstanding event to benefit CHKD.

CHKD has one priority, one mission and one focus: CHILDREN.

Regards,

Margaret B Sarcone



Raising Funds, Friends & Awareness for CHKD

757.668.7098 | KingsDaughters.org | 601 Children's Lane, 2nd floor | Norfolk, VA 23507

6th Annual Rockin' on the River
Saturday, September 30, 2017
Lafayette River Circle & The Regatta Circle
The King's Daughters

Sponsorship Kit

Presenting /Title Sponsorship	\$1,500
<ul style="list-style-type: none">• Featured logo on all printed collateral materials, including all posters, fliers and advertisements• Featured logo on all event signage• Promotion on social media outlets• Feature logo on commemorative event cups• 8 admission tickets to Rockin' on the River, including reserved table• 2 VIP Reserved Parking Passes and VIP Check-In• Recognition in the hospital's Honor Roll of Donors published in Spring 2018 Kidstuff Magazine and displayed in CHKD's main hospital lobby• An invitation to CHKD's philanthropic reception (Spring 2018)	
Gold Sponsorship	\$750
<ul style="list-style-type: none">• Logo on all printed collateral materials• Logo on all event signage• Logo in a prominent position on the Lafayette River page of the King's Daughters website• Promotion on social media outlets• 6 admission tickets to the Rockin' on the River, including reserved table• VIP Reserved Parking Pass and VIP Check-In	
Silver Sponsorship	\$500
<ul style="list-style-type: none">• Logo on all printed collateral materials• Logo on all event signage• Promotion on social media outlets• 4 admission tickets to Rockin' on the River	
Bronze Sponsorship	\$250
<ul style="list-style-type: none">• Logo on all printed collateral materials• Logo on all event signage• Promotion on social media outlets• 2 admission tickets to Rockin' on the River	

Tickets valued at \$40.00 each.

**6th Annual Rockin' on the River Saturday,
September 30, 2017
Lafayette River Circle & The Regatta Circle
The King's Daughters**

Sponsorship Pledge Form

I would like to participate in the 2017 Rockin' on the River at one of the following

levels: *Please check one:*

☐ **\$1500:Presenting/Title Sponsor**

☐ **\$750:Gold Sponsor**

☐ **\$500:SilverSponsor**

☐ **\$250:BronzeSponsor**

Other \$ _____

SPONSOR CONTACT

*Sponsor packets, including tickets and applicable passes will be sent to this contact.

How would you like your business listed on printed materials?

Contact Person: _____

Phone: _____

Email: _____

Address: _____

Company's Facebook Page: _____

*Ads and business logos:

Please email to Blair Priest [bepriest01@gmail.com]

no later than **September 15, 2017** for inclusion in print and electronic materials.

PAYMENT INFORMATION

☐ Enclosed you will find my check in the amount of \$_____ [please make checks payable to "The King's Daughters"]

☐ Please invoice me [invoice will be sent to the address above]

☐ I will pay below credit card [Please visit <http://bit.ly/RORTickets> to make a credit card payment]

*Mail sponsor pledge form to:

**Lafayette River Circle
Attn: Blair Priest
429 West York Street
Unit 2C
Norfolk, VA 23510**