



Moonlight & Mistletoe

It's simple, kids can't wait

HELP US AND STAY HOME

December 5, 2020

This year, for the first time ever, The King's Daughters ask that you *stay home* and **not** attend Moonlight & Mistletoe to benefit CHKD's Mental Health Program. There is no doubt kids need our help - please consider sponsoring our **non-event** at one of the levels below.

As kind supporters of The King's Daughters and CHKD, you are our lifeblood. You are important to us and we care about you. So please *stay home*, support us, and make a difference.

\$5,000 GOLD SPONSOR

- Listing on event collateral (deadlines permitting)
- Logo on OneCause (mobile bidding device) and ticket website
- ½ page ad in digital program book, due by October 19
- Listing as Gold Sponsor in digital program book and shared on KD social media
- Logo with link to your business on event page of The King's Daughters' website
- Recognition in CHKD's Honor Roll of Donors displayed in CHKD lobby and published in CHKD's KidStuff Magazine
- An invitation to CHKD's Donor Recognition Reception
- Early access to online Silent Auction starting December 1
- Listing in The Circular, official digital newsletter of The King's Daughters (1,000+ reach)

\$3,000 CORPORATE SPONSOR

- ¼ page ad in digital program book, due by October 19
- Listing as Corporate Sponsor in digital program book and shared on KD social media
- Listing with link to your business on event page of The King's Daughters website
- Recognition in CHKD's Honor Roll of Donors displayed in CHKD lobby and published in CHKD's KidStuff Magazine
- An invitation to CHKD's Donor Recognition Reception
- Early access to online Silent Auction starting December 1
- Listing in The Circular, official digital newsletter of The King's Daughters (1,000+ reach)

\$1,000 DIAMOND PATRON

- ¼ page ad in digital program book, due by October 19
- Listing as Diamond Patron in digital program book
- Listing on event page of The King's Daughters website
- Recognition in CHKD's Honor Roll of Donors displayed in CHKD lobby and published in CHKD's KidStuff Magazine
- An invitation to CHKD's Donor Recognition Reception
- Early access to online Silent Auction starting December 1

\$500 SILVER PATRON

- Listing as Silver Patron in digital program book
- Listing on event page of The King's Daughters website
- Recognition in CHKD's Honor Roll of Donors displayed in CHKD lobby and published in CHKD's KidStuff Magazine

\$300 NON-EVENT TICKET *No need to buy a dress*

- Listing on event page of The King's Daughters website

\$200 NON-EVENT TICKET *No need to rent a tux*

- Listing on event page of The King's Daughters website

\$100 NON-EVENT TICKET *No need for a babysitter*

- Listing on event page of The King's Daughters website



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This event will not take place. No need to buy a dress! No need to rent a tux! There is only one rule for a non-event: don't get dolled up, don't even show up – just make a donation for what you would normally spend at an event like ours, and you will be doing yourself and CHKD kids a big favor (*it's the best kind of party favor!*)

All sponsorship levels and donations are 100% tax deductible
Thank you for your support and for **NOT** attending!

PLEASE INDICATE YOUR LEVEL OF SPONSORSHIP:

- \$5,000 Gold Sponsor** (*1/2 page ad due Oct. 19*)
- \$3,000 Corporate Sponsor** (*1/4 page ad due Oct. 19*)
- \$1,000 Diamond Patron** (*1/4 page ad due Oct. 19*)
- \$500 Silver Patron**

PLEASE INDICATE YOUR LEVEL OF DONATION:

- \$300 Non-event Ticket – No need to buy a dress**
- \$200 Non-event Ticket – No need to rent a tux**
- \$100 Non-event Ticket – No need for a babysitter**
- I am glad **not** to attend and happy to donate in the amount of \$_____.

1/2 page ad – 5.25" tall x 4" wide (portrait)
1/4 page ad – 2.5" tall x 4" wide (landscape)

Email program book ad to info@kingsdaughters.org by Oct 19.
Must be camera-ready artwork (PNG/JPEG/PDF/EPS)

Please provide the following information as you would like it to appear in any marketing:

Company/Family/Organization Name: _____

Contact Name: _____ Email: _____

Address: _____ Telephone: _____

City: _____ State: _____ Zip: _____

Website: _____ Facebook: _____ Instagram: _____

_____ Check Enclosed payable to The King's Daughters _____ Please invoice me

For Credit Card payments, visit **KingsDaughters.org/MoonlightandMistletoe**

The King's Daughters, ATTN: JEN KAY, 601 Children's Lane, 2nd floor, Norfolk, VA 23507

Fax: 757.668.8907 **KingsDaughters.org/MoonlightandMistletoe**



Rendering of CHKD Mental Health Hospital. With Your Support, Opening 2022

GIVE KIDS **HOPE**

AS MANY AS 10 CHILDREN PER DAY COME TO CHKD'S EMERGENCY DEPARTMENT FOR MENTAL HEALTH EVALUATION

HALF OF ALL CHRONIC MENTAL ILLNESS BEGINS BY AGE 14

SUICIDE IS THE SECOND LEADING CAUSE OF DEATH IN YOUTH AGES 10-24

18% OF HIGH SCHOOL STUDENTS CONSIDERED SUICIDE IN THE PAST YEAR

1 IN 5 CHILDREN HAS A DIAGNOSABLE MENTAL HEALTH CONDITION



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Moonlight & Mistletoe is a project of The King's Daughters to benefit

