

# 5th Annual Traditional Tea Party

Twin Hills Country Club

Longmeadow, MA

May 18, 2008



## Sponsorships and Marketing Opportunities



## About Chariots of Hope

Chariots of Hope is a Connecticut based nonprofit corporation whose mission is to provide a means of mobility to confined individuals who would otherwise be without the hope of a reasonable quality of life. By collecting, refurbishing and redistributing used wheelchairs at no cost to needy recipients around the world, *Chariots of Hope* expects to give those individuals the means to triumph over despair.

In 2003 Chariots of Hope, founding sponsor of **Connecticut Sled Hockey** introduced this exciting alternative coed sport for physically challenged athletes. Players sit on specially designed sleds propelling themselves with two short hockey sticks with metal claws. Standard hockey games rules apply. It is yet another way **Chariots of Hope** has provided mobility and self- esteem development to persons in Southern New England.

## Event

Twin Hills Country Club, Longmeadow, MA will be the setting for what promises to be a lovely day.

From 2 to 4:30 p.m., the Traditional Tea Party is a catered event featuring over 25 raffle items, musical entertainment and a variety of specialty teas along with tea sandwiches, fruits and dessert. All this is served at exquisitely decorated tables. This year's event will feature a Spring Fashion Show by Astrid Niemelaeinen and Couture & Ready to Wear.

Come join us as we celebrate our 10<sup>th</sup> anniversary of serving the physically challenged population by providing wheelchairs and a true sense of Hope!!!

## Publicity

The event will be publicized throughout Connecticut and Massachusetts in local television, radio, newspapers, and area businesses. The *Chariots of Hope* website will also provide extensive coverage of the event and its sponsors.



## Sponsorship Opportunities

### Event Sponsor

**\$1,000**

- Banner advertisement on home page on website [www.chariotsofhope.org](http://www.chariotsofhope.org) for two months.
- Four tickets to the event
- Corporate name on event site banner
- Corporate name and logo on poster at the entrance
- Corporate name and logo as well as marketing materials in “gift bags” presented to all attendants the day of the event
- Corporate name in all press releases to be sent to area newspapers
- Corporate name in all PSA’s sent to Connecticut radio stations
- Thank you advertisement in one of the local newspapers



## Sponsorship Opportunities

### Co-Sponsor

**\$500.00**

- Banner advertisement on home page on website [www.chariotsofhope.org](http://www.chariotsofhope.org) for one month.
- Name and logo on sign at entrance of the event
- Logo and advertisement on our website: [www.chariotsofhope.org](http://www.chariotsofhope.org) with hot link to your website
- 1 ticket to the event
- Corporate name and logo as well as marketing materials in “gift bags” presented to all attendants the day of the event
- Thank you advertisement in one of the local newspapers



## Sponsorship Opportunities

### Table Sponsors

Every table setting will be different.

The attendants of the event will view an assortment of unique china place settings. Over 150 people will participate in this event.

Each table will seats 8 guests.

Table Sponsor	\$100.00
Table Co-Sponsor	\$ 50.00

Includes:

- Name and logo in color on the table.
- Logo and name in color in program booklet
- Collateral material included in each attendant's gift bag
- Name on the website as a sponsor of the event. This stays up for 1 year. Chariots of Hope's website has over 1,000 hits per month.



# Sponsorship Form

Contact Person/Title

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Company

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Address

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City/State/Zip

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Telephone/Fax

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Email/Website

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Please reserve the following sponsorship.

- |  |   |
|--|---|
| <input type="checkbox"/> Event Sponsor, \$1000 | <input type="checkbox"/> Table Co - Sponsor, \$50.                                    |
| <input type="checkbox"/> Co Sponsor, \$500     | <input type="checkbox"/> Tickets at \$25.00 each, \$10 for children age 12 and under. |
| <input type="checkbox"/> Table Sponsor, \$100  |   |

To secure your sponsorship please call Barbara Buse, 860-798-3449. Please return this form with check to: Chariots of Hope, 45 Barber Pond Road, Bloomfield, CT 06002 to secure sponsorships.

## Responsibility of Sponsors

Sponsor will be asked to actively promote the event throughout their organization. Each sponsor will be responsible for providing a logo in digital format for publicity purposes. Due May 1, 2008.



# Sponsorship Form

## Graphics

To secure sponsorship please send all graphics in electronic format. You may send graphics by email to [rbk@chariotsofhope.org](mailto:rbk@chariotsofhope.org) or on diskette to Chariots of Hope, 45 Barber Pond Road, Bloomfield, CT 06002.

Banner advertisements should be 520 pixels x 80 pixels. Logos should be approximately 130 pixels by 130 pixels or smaller. Please provide your banner or there will be a charge of \$50 to create a banner advertisement.

Deadline for submission is: May 1, 2008

## Contact Info

Please provide the following for your listing on the Chariots of Hope website.

Company or Person

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Address

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City/State/Zip

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Telephone/Fax

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Email

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## Link

Please provide the complete website address for the link from Chariots of Hope's website to yours. \_\_\_\_\_

Questions, please contact Barbara at 860-798-3449.



# 10 YEAR RETROSPECT

## Organization:

- 1998: Incorporated: Initial Board of Directors named (4 members)
- 1999: Launched [www.chariotsofhope.org](http://www.chariotsofhope.org) website
- 2003: Spin Off-CT Sled Hockey formed
- 2008: Eight member Board of Directors exists

## Accomplishments:

- Collected over 1900 wheelchairs
- Donated to needy persons 1857 wheelchairs
- Annually collected an average of 212 wheelchairs
- Annually distributed on average of 206 wheelchairs
- Have a presence in 23 different states in the U.S. and 17 countries worldwide.

## Locations:

- 1998: Hartford, CT office / Manchester, CT wheelchair
- 2001: Hartford, CT wheelchair
- 2004-Present: Relocated both wheelchair storage and office to Bloomfield, CT

## Board Members Deliver Chairs Overseas:

- 1998 : Africa
- 2001: Haiti- 2 mission trips made to deliver wheelchairs



## **Partnerships:**

World Wide Lighthouse Mission

Flying Fish

Jambo Tanzania

Relief for Life

Haiti: Friends of St.Vincent

Americares

Hawkwing

CANPFA

CAHCF

ASLA

CAHCH

ACHCA

Girl Scout Troop #6418

Boy Scout Troop, Simsbury,

American Lung Association

CT Department of Corrections

CT State Police

Manchester Honda

Kelly Container

Lowe's

DocuSource

The Medicine Centre

Channel 30 WWIT

KOOL 101 Jim Reed

1080 Brad Davis

## **Fundraising Events:**

1998-present: 1000 Wheels Day, wheelchair collection in conjunction with CT State Police

1998-present: Annual Appeal letters

2002-present: Annual Golf Tournament

2002: Wheel-A-Thon and Souper Bowl Sunday

2002: Opening Night: New Britain Stadium Wine Tasting

2003-2004: An Evening of Giving in conjunction with Buckland Mall

2003-2004: Summerwind Concert Series / Wine Tasting

2004-present: Chariots of Hope Newsletter developed

2004-present: Traditional Tea Party

2005: Destination Hope: Wine Tasting

2006-2007: Manchester Honda Motorcycle Ride