

#KICKINGBUTT



Colon Cancer
Prevention Project

Bottoms Up Bash 2017
Sponsorship Packet

Contact: Dave Bell, Executive Director, dbell@kickingbutt.org; 502-290-0288

ABOUT THE PROJECT

The Colon Cancer Prevention Project started in 2004. Back then, only 1 in 3 Kentuckians were getting life-saving colon cancer screenings. Now, about 2 in 3 Kentuckians are getting screened, and the incidence rate is down more than 25 percent.

Kentucky is nationally renowned for its state-wide screening program for low-income, uninsured people, a program spearheaded by the Project.

IN THE LAST **10 YEARS** KY COLON CANCER
SCREENING RATES HAVE RESULTED IN A

25%

REDUCTION IN INCIDENCE

AND HAVE GONE FROM THE

49TH

28%

REDUCTION IN MORTALITY

WORST STATE IN RATES TO THE

20TH

Our work includes: Education, advocacy, health systems improvement and survivor support. Our mission: to get every person in Kentucky and Southern Indiana screened at the appropriate time. This will save lives.

Still, colon cancer remains the second deadliest cancer among men and women. We aren't stopping until that changes.

TOGETHER, WE WILL KICK COLON CANCER'S BUTT.

THE BOTTOMS UP BASH

March 3, 2017

7:30 p.m. – midnight

Mellwood Arts Center, Louisville, KY

Info and tickets: KickingButt.org

The Bottoms Up Bash launched in 2012. It now entertains a sell-out crowd with live music, a silent auction, heavy appetizers, cocktails, beer and much more!

presented by:



By the numbers:

- More than 300 happy attendees
- 500,000+ people reached through media attention/publicity
- 120 silent auction items

The 2017 Bash, Presented by KentuckyOne Health, will be bigger and better than ever. It's a great way to celebrate National Dress in Blue Day for colon cancer awareness, and every dollar raised goes to programs that work to stop this disease.

THERE ARE MANY WAYS TO GET INVOLVED!

SPONSOR: Please refer to our Sponsorship Opportunities chart for details.

- Build brand awareness across multiple marketing platforms
- Image-building opportunity to associate with a reputable, community based organization

DONATE GOODS OR SERVICES:

Please consider a donation by providing products or services to enhance the experience for all of our guests.

- AV/Lighting/Sound
- Design/Print
- Photography/Videography
- Decor/Furniture Rental
- Beverage Donation
- Media Coverage/Advertisements

DONATE ITEMS FOR SILENT AUCTION:

A great way to support the event is to provide items for the silent auction.

- Trips, Vacations, Time Shares, Airline Miles, etc.
- Jewelry
- Concert/Event Tickets
- Gift Baskets/Gift Certificates
- Artwork
- Apparel/Accessories
- Pet Products and Services

VOLUNTEER:

- Help with planning or day-of-event
- Please contact us for more information about the volunteer opportunities available

ATTEND THE EVENT:

- Join us and bring your friends
- Tickets can be purchased online at kickingbutt.org







Please fill out the enclosed commitment form and follow the instructions to submit your support commitment.

The Colon Cancer Prevention Project is a 501c3 tax exempt organization (Tax ID no. 20-151-0713).








SPONSORSHIP BENEFITS

Presenting Sponsor	Platinum Sponsor	Technology Sponsor	Dress in Blue Day Sponsor	Blue Star Sponsor	VIP Sponsor	Dessert Sponsor	Table Sponsor	Blue Tutu Sponsor
SOLD	\$7,500	\$6,000	\$5,000	\$3,500	\$2,500	\$2,000	\$1,500	\$500


Pre-Event Marketing & Advertising*

Prominent Recognition as Presenting Sponsor on all marketing materials and event signage									
Inclusion in paid and in-kind advertising									
Inclusion in all email marketing	LOGO w/link	LOGO w/link							
Inclusion in Press Releases									
Inclusion in Event Invitations (mailed to more than 1,500 households)	LOGO (prominent)	LOGO	NAME	NAME					
Inclusion as sponsor in all print marketing materials (flyers, handouts, posters, newsletter, etc.)	LOGO	LOGO	NAME	NAME					
Inclusion as sponsor on event website (kickingbutt.org)	LOGO w/link	LOGO w/link	NAME w/link	LOGO w/link	NAME	NAME	NAME		
Inclusion in Social Media Marketing	LOGO w/link	LOGO w/link	NAME	NAME w/link	NAME	NAME	NAME		NAME

At-Event Recognition

Inclusion in Event Video									
Recognition as sponsor above bar	LOGO								
Company Signage at Event									
Inclusion in Step & Repeat Media Wall/Photo Backdrop	LOGO	LOGO		LOGO					
Sponsor Recognition from Event MC									
Inclusion on event signage in bathrooms	LOGO	LOGO	NAME	NAME					
Ad in Event Program	Full Page	1/2 Page	1/8 Page	1/4 Page					
Inclusion in Event Program	LOGO	LOGO	NAME	LOGO	NAME	NAME	NAME	NAME	NAME
Inclusion on Event Materials							Dessert Table Only	Table Only	Blue Tutu Volunteers
Bidpal bidding technology e-mailed to all attendees and seen by all during bidding process throughout the night			LOGO						

Post-Event Recognition

Inclusion in Post- Event Marketing									
Inclusion in thank you cards mailed to sponsors and event attendees	LOGO	LOGO		NAME					

Benefits

[illegible]

Commitment Form

Name of Company, Institution or Individual:

Contact Information:

First Name:

Last Name:

Address:

Street/Suite #

City, State, Zip

Phone:

Fax:

E-mail:

Website:

Best Method of Contact:

☐ Phone

☐ Email

☐ Mail

☐ In-Person

Non-Sponsorship Donations

☐ In-Kind Services

☐ Silent Auction

☐ Other

Item or Service:

Value:

\$

Description:

Please include a short description of the item or service being donated below. Attach a separate page for longer descriptions.

Retrieval of Item or Service

☐ Gift Certificate attached

Date:

☐ Donor to deliver

Date:

☐ Committee Member to pick up

Date:

☐ Meeting to discuss service needed

Date:

☐ Other:

Date:

Payment Information:

☐ Check

☐ Credit Card

☐ Other:

Credit Card Number:

Expiration Date:

Card Holder:

Address

(if different than above):

Amount:

\$

Signature:

Your signature here confirms that you will fulfill the above commitment

Commitment Level:

Please indicate your level of involvement below.

☐ Presenting Sponsor (\$10,000)

☐ Platinum Sponsor (\$7,500)

☐ Technology Sponsor (\$6,000)

☐ Dress in Blue Day Sponsor (\$5,000)

☐ Blue Star Sponsor (\$3,500)

☐ VIP Sponsor (\$2,500)

☐ Dessert Sponsor (\$2,000)

☐ Table Sponsor (\$1,500)

☐ Blue Tutu Sponsor (\$500)

☐ In-Kind Donation for Goods or Services

☐ Silent Auction Item Donation

☐ Other: _____

DEADLINES:

Invitations: **January 15, 2017**

Event Signage: **February 15, 2017**

Silent Auction Items: **February 25, 2017**

Deadlines to be included in other various marketing and advertising collateral varies.

Your company will be added to any e-marketing (website, e-blasts, social media, etc.) if received within 72 hours of component posting/sending.

How to submit the form:

Mail: Colon Cancer Prevention Project

P.O. Box 4039 Louisville, KY 40204

E-mail: dbell@kickingbutt.org

Fax: (502) 425-7492

FOR FEDERAL INCOME TAX PURPOSES, THE TAX DEDUCTIBLE AMOUNT OF YOUR DONATION IS LIMITED TO THE AMOUNT OF MONEY CONTRIBUTED OVER THE FAIR MARKET VALUE OF GOODS AND SERVICES RECEIVED BY SPONSOR. THE COLON CANCER PREVENTION PROJECT IS A NON-FOR-PROFIT 501C(3) ORGANIZATION. ALL CONTRIBUTIONS ARE TAX EXEMPT TO THE FULLEST EXTENT THE LAW ALLOWS. A COPY OF THE OFFICIAL KENTUCKY REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED BY CALLING 502-696-5300. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATES. # 20-1510713