



The  
**Hemophilia**  
Foundation of  
Northern California

## **Come Together: Quran-Teams UNITE! Virtual Event Sponsorship Packet**

Each Spring, hundreds of people from all over the Bay Area and beyond UNITE at our Annual Unite for Bleeding Disorders Walk, which raises over \$100,000 for HFNC's programs and promotes awareness of bleeding disorders in our local communities. Due to the coronavirus outbreak, we are postponing the in-person Walk to Fall 2020 in order to prioritize the safety and well-being of our community.

But our work has not stopped, and it is now more important than ever to Come Together and UNITE for our community. Our Board and Staff are working hard to ensure that we can serve this community during these challenging times with **emergency assistance** and **online support and education**, as well as keeping the Foundation solvent and strong so that once this crisis ends we can continue to provide important programs such as **camps for families, children, teens and women** with bleeding disorders.

While we must physically distance on May 17, we don't have to socially isolate ourselves. Instead, we will UNITE as one community, by pioneering our first ever large-scale virtual event: ***Come Together***. Join us Sunday, May 17<sup>th</sup> for this LIVE event to celebrate you, our amazing community, and the incredible fundraising you have done thus far! Featuring:

- Musical performances
- Virtual Group Song & Dance
- Highlights from the top Quran-teams
- Pizza delivery
- Raffle prizes
- Costume Contest

## **Logistics**

The virtual event will be 60 minutes long offered on the Zoom technology platform which has video accessibility via smart phone, tablet, or computer. Attendee participation will be tracked with the following information shared with all sponsors after: Number of attendees by City, and Number of attendees by bleeding disorder. Participants will be given the opportunity to opt-in to sharing their name and email with sponsors. All presentations by sponsors must be done live on Zoom or a pre-recorded video may be sent to HFNC by April 30, 2020.

Home Drop items must be received at the HFNC Chapter Office by April 30<sup>th</sup> and will be mailed to all attendees who are also bleeding disorders community members who remain logged in for the full web-conference. Please send 100 pieces of each item (Business Card, Promotional Material).

## **Participation**

There are usually about 600-800 participants at the Unite for Bleeding Disorders Walk. The virtual event will be open to all bleeding disorders community members across Northern California as well as to the general public. At this time we cannot accurately predict the exact number of participants who will join the web conference but we are planning for 100 Home Drops. In order to encourage participation we are offering a variety of incentives and prizes including pizza delivery and random prize drawings during the program.

## **Sponsorship Opportunities**

### **Platinum Sponsor | \$15,000**

- Opportunity to welcome community during Welcoming Remarks
- 2 minute branded advertising opportunity during the event
- “Home-drop” business card and single page promotional material sent out to all participants via US mail after the event
- Link of your choice included on post-event survey sent to participants
- Logo featured on event promotional materials and website
- Logo featured on web-conference
- Social media thank you post

### **Gold Plus Sponsor | \$10,000**

- Post event Webinar \*see below

- 2 minute branded advertising opportunity during the event
- “Home-drop” business card and single page promotional material sent out to all participants via US mail after the event (postage invoiced separately)
- Link of your choice included on post-event survey sent to participants
- Logo featured on event promotional materials and website
- Logo featured on web-conference
- Social media thank you post

### **Gold Sponsor | \$7,500**

- 2 minute branded advertising opportunity during the event
- “Home-drop” business card and single page promotional material sent out to all participants via US mail after the event
- Link of your choice included on post-event survey sent to participants
- Logo featured on event promotional materials and website
- Logo featured on web-conference
- Social media thank you post

### **Silver Sponsor | \$5,000**

- “Home-drop” business card and single page promotional material sent out to all participants via US mail after the event
- Logo featured on event promotional materials and website
- Link of your choice included on post-event survey sent to participants
- Logo featured on web-conference
- Social media thank you post

### **Bronze Sponsor | \$2,500**

- Link of your choice included on post-event survey sent to participants
- Logo featured on event promotional materials and website
- Logo featured on web-conference
- Social media thank you post

### **Unite Sponsor | Free for Unite Walk sponsors who commit to payment before May 27, 2020**

- Logo featured on event promotional materials and website
- Logo featured on web-conference

## **\*Webinar Sponsorship Opportunities**

In response to restrictions in Northern California and around the country due to the COVID-19 outbreak, we are launching a new online and interactive initiative in which we will host a live webinar about various topics each week. Stuck in their homes, our community needs content and the ability to connect online in order to survive this trying time.

Companies plan and deliver a webinar on a pre-approved topic (similar to our manufacturer dinners) and HFNC will send your flyer to our mailing list, collect RSVP's, promote attendance and host the webinar on our Zoom platform. Attendee participation will be tracked with the following information shared with all sponsors after: Number of attendees by City, and Number of attendees by bleeding disorder. Participants will be given the option to opt in and provide full name and contact information.

**Non-Branded Webinar: \$1,000**

**Branded Webinar: \$1,500**

**Boost Your Webinar: Additional \$2,000 + postage**

- We will send out a set number of PostMates, Caviar, or DoorDash vouchers (or arrange for pizza delivery) for the first 10 families to sign up. This will encourage people to attend, while relieving some of the financial burden on our families during this crisis.
- We will also send out your written marketing materials and business card(s) to all attendees following the webinar's completion.

To schedule a webinar please contact Ashley Gregory: [ashley.gregory@hemofoundation.org](mailto:ashley.gregory@hemofoundation.org).