



2022 Sponsorship Levels Available until June 1st

HELLO TO YOU FROM BOTTOMS UP!

We are a 501c3 public charity in Avon, CT. We are providing all current and new sponsors with a unique opportunity to participate in **ALL** our 2022 Bottoms Up events:

- **MOTHER'S DAY 5K FUN RUN** – West Hartford, CT - This Inaugural Event is expected to welcome 200+ participants. Start Time is 8:30am. May 8, 2022
- **CHRISTMAS IN JULY** – Avon, CT – Come join us for an Avon Winterfest prelude with live entertainment, beer garden, and food trucks and celebrate Christmas in July! 5:00pm – 8:00pm. July 29, 2022
- **5TH ANNIVERSARY THANKSGIVING DAY 5K TURKEY TROT** – Avon, CT - This celebration will be EPIC and is expected to welcome 1,000+ participants. This event will start/finish at Thompson Brook School. Start Time is 9:00am. November 24, 2022
- **2ND ANNUAL BOTTOMS UP AVON WINTERFEST** – Avon, CT – Bottoms Up made history in 2021 with the introduction of Avon Winterfest 2021, co-hosted with Dom's Coffee. This event welcomed over 2,500 patrons and we expect well above this year as our event continues to grow. December 2ND from 6:00-10:00pm and December 3RD from 11:30am – 10:00pm.
- **BOTTOMS UP ANNUAL GALA** – Location: TBD – Bottoms Up will bring together our board members, partners, sponsors, gala supporters, and many more to celebrate four years as a 501c3 public charity. Let's get together to honor our 2022 Bottoms Up Volunteer of the Year. The night will begin with a cocktail hour, followed by dinner and dancing. A live auction will also take place to support our Bottoms Up Patient/Family Support Funds and Programs within hospitals and physician offices throughout Hartford County and Connecticut.

From now until June 1st, we are offering sponsors the following levels to maximize their advertising and community outreach monies by participating in ALL 3-4 events for one donation amount.

Beginning June 2nd, sponsorship levels will be for ONE event only, so don't miss this amazing opportunity!

The following sponsor levels include:

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	HONORABLE MENTION
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$999 or less
	AVAILABLE SPOTS					
	5	10	15	20	25	OPEN
BENEFITS						
1. Exclusivity for your industry – ALL EVENTS	√					
2. Opportunity for Executive to participate in opening ceremony to show sponsor support - WINTERFEST	√					
3. Verbal recognition during live opening ceremony at event – ALL EVENTS	√					
4. VIP Tickets and parking for event – EVENT OF CHOICE	√	√				
5. Invitation to Bottoms Up Annual Gala Kickoff reception with Bottoms Up leadership, board members and gala	√	√	√			

supporters – GALA						
	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	HONORABLE MENTION
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$999 or less
6. Use of Bottoms Up logo in Sponsor Marketing Materials to provide sponsor support – ALL EVENTS	√	√	√			
7. Opportunity to provide promotional item or coupon for SWAG BAG – MOTHER’S DAY 5K and THANKSGIVING DAY TURKEY TROT	√	√	√	√	√	√
8. Name recognition on pre- and post-event thank you to all patrons in email blast – ALL EVENTS	√	√	√	√		
9. Name recognition on social media platforms – ALL EVENTS	√	√	√	√	√	

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	HONORABLE MENTION
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$999 or less
10. Name recognition on promotional materials including multiple websites, event signage at events, banners, email blast reminders – ALL EVENTS	✓	✓	✓			
11. Name recognition on promotional materials including multiple websites, event signage at events				✓	✓	
12. Name recognition on multiple websites						✓
13. Full page ad in digital program book provided to all patrons - WINTERFEST	✓					
14. ½ page ad in digital program book provided to all patrons - WINTERFEST		✓	✓			
15. ¼ page ad in digital program provided to all patrons - WINTERFEST				✓	✓	✓


Please complete the Sponsorship Level Submission Form and submit along with payment to:

Bottoms Up
Attn: Accounting
35 East Main Street, Suite 167
Avon, CT 06001

Please contact Executive Director, Dawn Zavalishin at (860) 301-7332 or email her at: dzavalishin@bottomsup.us if you'd like additional information or for questions.

We look forward to working with many of you who are committed to bringing more community-based events to the Farmington Valley and Hartford County to support our patients and their families living with Crohn's Disease or ulcerative colitis.

Sincerely,

A handwritten signature in black ink, appearing to read "Dawn Zavalishin". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Dawn Zavalishin
Executive Director/Founder
Bottoms Up
(860) 301-7332
dzavalishin@bottomsup.us
<https://www.bottomsup.us>

SPONSORSHIP LEVEL SUBMISSION FORM

1. Today's Date: _____

2. Business Name to be recognized:

3. Contact Information (for any questions, additional information, media, other needs):

Name: _____

Title: _____

Phone: _____

Email: _____

address: _____

4. Sponsor Level (Please Check Sponsor Level):

___ \$20,000 PLATINUM

___ \$10,000 GOLD

___ \$5,000 SILVER

___ \$2,500 BRONZE

___ \$1,000 SUPPORTER

___ OTHER HONORABLE MENTION

VIP Ticket Selection (For Platinum and Gold Sponsors Only):

Please indicate one event to receive VIP benefits

5. Total Monies Due (Please make check payable to: Bottoms Up):

6. Please **email logo** in both high resolution jpg format and thumbnail format to:

customerservice@bottomsup.us no later than one week after date on the submission form. These will be used for all media and printed materials.

7. Please indicate if you are including a promotional item or coupon for SWAG BAG (Circle One): YES NO MAYBE

Indicate Item (If known): _____