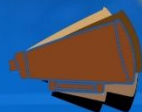


# Sponsorship & VIP Team Partnership Opportunities

## ROC FAMILY FEUD

SATURDAY  
OCTOBER 10, 2026

BATAVIA, NY 5PM



**BIPOC  
PEEEEEEEK**  
Breaking the Stigma, Breaking the Silence



**Economic Development &  
Upward Mobility Coalition**

[ThePICD.org](http://ThePICD.org)

# Roc Family Feud Game Show Overview and Purpose

Get ready for something *fun, fresh, and impactful*—an unforgettable opportunity to spotlight your organization while supporting a cause that truly transforms lives. We're thrilled to invite you to become a sponsor of the **2026 Roc-Family Feud Game Show**, where local organizations will compete in the spirit of the legendary game show... all in support of **Partners in Community Development Inc. (PICD)** Economic & Upward Mobility Initiatives and Mental Peer Health Workforce Training in Rochester, Buffalo and surrounding rural communities.

**And here's the twist that's sure to delight—Rochester's own Adrian Hale will be stepping into the role of Steve Harvey for the night!** With his wit, charisma, and hometown pride, Adrian will bring energy and humor to the stage, creating a game night experience unlike anything the upstate region has seen.

This high-energy event offers a unique and engaging way to show your support for families and youth in our region. Imagine your company going head-to-head with other local powerhouses in a friendly battle of wits and laughs—all while building community and standing behind a mission that matters. Sponsorship offers brand visibility, community goodwill, and a chance to connect with leaders, stakeholders, and changemakers across Western NY.

## Why PICD?

Founded in 1993, PICD has been a pillar of hope for families in low-income communities throughout Rochester and beyond. Our mission is simple but powerful: ***Nurturing Neighborhoods and Caring for Kids***. Through our BIPOC PEEEEEEK Project and Economic and Upward Mobility Workforce Initiatives and ongoing navigation outreach, we're making a measurable impact: With your support, you will help PICD continue and expand these actions.

- Empowering over 300 Women through our Workforce Development Economic and Upward Mobility Project
- Reaching 3000+ people annually with anti-stigma mental health messaging
- Helping 30+ individuals earn NYS Family and Youth Peer Workforce Credentialing
- Hosting bi-monthly caregiver education sessions with 200+ participants
- Empowering 100+ parents and youth through Peer workforce development training
- Providing 100+ direct referrals to critical services
- Training 700+ providers in culturally relevant care and equity

When you support this event, you're not just promoting your brand—you're helping rewrite the story for families who too often face stigma, systemic bias, and isolation.

We believe this event—and your sponsorship—can be a beacon of hope, celebration, and community pride. We'd love to connect and share the sponsorship opportunities available.

Thank you for considering this exciting partnership. Together, we can bring the fun and fuel the future. With gratitude,

**Sara Taylor**

On Behalf of the 2026 Roc Family Feud Planning Team

**\*\*If you have any questions or need further information, please contact: Adrienne or Sara Taylor @ [events@thepicd.org](mailto:events@thepicd.org)**

# 2026 Game Show Sponsorship & VIP Team Opportunities

*\*Offered on a first come basis*

| Sponsor Type and Levels                                                                                                                                                                                                                                                                                                                                                                                                          | Amounts  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Game Show Host</b> – Presenting Sponsors-(two offered). Two teams of four to play game show on stage, organization rep to give remarks during the show and video promotional message, logo on all materials, website and souvenir item and exhibitor table during show. Twenty additional VIP tickets for colleagues join in the audience to cheer your team on. Recognition as sponsor of events for August - December 2026. | \$15,000 |
| <b>Game Show Corporate Producer</b> Sponsor ( three offered) Team of four to play game show, organization logo on website and all pre-event marketing material, VIP reception tickets for team, video promotion option, logos on slide during game show. Ten additional VIP tickets additional VIP tickets offered colleagues join in the audience, recognition as sponsor of events August - December 2026.                     | \$8,000  |
| <b>Show Stage Designer</b> Sponsor ( five offered) Team of four to play game show, organization logo on website and all pre-event marketing material, VIP reception tickets for team, video promotion option, logos on slide during game show. Five additional VIP tickets offered for colleagues join in the audience and recognition as sponsor of events for August - December 2026.                                          | \$5,000  |
| <b>Nonprofit Team Coach</b> Sponsor ( four offered). Team of four to play game show, organization logo on website and all pre-event marketing material, VIP reception tickets for team, video promotion option and logos on slide during game show.                                                                                                                                                                              | \$2,500  |
| <b>VIP Team</b> Sponsor – team of four to play game show during event, team name displayed on slide at show, VIP reception tickets for team.                                                                                                                                                                                                                                                                                     | \$1,500  |
| <b>Future Leaders-</b> Youth Centered organization with Youth ages 12-17 team of four to play game show on stage and team name displayed on slide at show. ( four offered).                                                                                                                                                                                                                                                      | \$1,000  |

## Organization Contact Information ( copy form for your record):

|                   |  |  |
|-------------------|--|--|
| Organization Name |  |  |
| Name of Contact   |  |  |
| Phone Number      |  |  |
| Email             |  |  |
| Sponsorship Level |  |  |

**Checks payable by August 15<sup>th</sup> to:** Partners In Community Development Inc. –mail to 45 Maxson Street, Rochester, NY 14609

Electronic ACH invoicing available upon request. All logos if applicable can be emailed to [events@thepicd.org](mailto:events@thepicd.org)