

2023-2024

# Corporate Partnership Program Benefits

## OVERVIEW

Blue Ridge Hospice's Corporate Partnership Program develops and sustains meaningful engagement with businesses, provides ways to acknowledge and credit companies for their contributions, and encourages giving from the communities that Blue Ridge Hospice supports.

The program offers tiered benefits revolving around events, opportunities for a volunteer service project or day of service, and opportunities to collaborate on public outreach efforts, including social media. Partners are offered 12 months of benefits based on the date of their gift.

## ANNUAL BENEFITS

| Support Level                    | Event Package | Website Recognition                          | Volunteer Service Project | Social Media   | Category Exclusivity                           | Ads                   |
|----------------------------------|---------------|--|---------------------------|--|--|-----------------------|
| <b>Platinum</b><br>\$20,000+     | A             | Logo with live link and featured testimonial | Yes, more than 10 people  | Customized social media plan and 2+ dedicated social media posts | Yes, with first right of refusal for next year | Logo top placement    |
| <b>Gold</b><br>\$10,000–\$19,999 | B             | Logo with live link                          | Yes, more than 10 people  | Two mentions per year and dedicated social media post            | No   | Logo middle placement |
| <b>Silver</b><br>\$5,000–\$9,999 | C             | Logo with live link                          | Yes, up to 10 people      | One mention per year   | No   | Logo lower placement  |
| <b>Bronze</b><br>\$1,000–\$4,999 | C             | Name with live link                          | –                         | –  | No   | –                     |



**Blue Ridge**  
HOSPICE

## CORPORATE PARTNERSHIP EVENTS

Every year, the Corporate Partnership Program will offer four or more events, including “Blue Ridge at the Bloom” (our co-branded participation in Winchester’s Apple Blossom Festival) in the spring, a sports or entertainment outing, our community event in the fall, and a business networking event in early spring.

| Event Package | Blue Ridge at the Bloom  | Sports/Entertainment Outing   | Community Event  | Business Networking Event   |
|---------------|--|---|--|---|
| <b>A</b>      | <ul style="list-style-type: none"> <li>• 3 tickets</li> <li>• Logo on T-shirt</li> <li>• 2 logos on float</li> </ul> | <ul style="list-style-type: none"> <li>• Exclusive outing sponsor (as available)</li> <li>• 4 event tickets</li> <li>• 1 parking pass</li> <li>• Social media post</li> </ul> | <ul style="list-style-type: none"> <li>• 8 event tickets</li> <li>• Social media post</li> <li>• Name and logo in promotional and event materials</li> </ul> | <ul style="list-style-type: none"> <li>• 6 event tickets</li> <li>• Logo on signage and in program materials</li> <li>• Verbal acknowledgment at event</li> </ul> |
| <b>B</b>      | <ul style="list-style-type: none"> <li>• 2 tickets</li> <li>• Name on T-shirt</li> <li>• 1 logo on float</li> </ul>  | <ul style="list-style-type: none"> <li>• 4 event tickets</li> </ul>   | <ul style="list-style-type: none"> <li>• 6 event tickets</li> <li>• Social media mention</li> <li>• Name and logo in program in middle</li> </ul>            | <ul style="list-style-type: none"> <li>• 4 event tickets</li> <li>• Logo on signage and in program materials</li> <li>• Verbal acknowledgment at event</li> </ul> |
| <b>C</b>      | <ul style="list-style-type: none"> <li>• 1 ticket</li> <li>• Name on T-shirt</li> <li>• 1 logo on float</li> </ul>   | <ul style="list-style-type: none"> <li>• 2 event tickets</li> </ul>   | <ul style="list-style-type: none"> <li>• 4 event tickets</li> <li>• Social media mention</li> <li>• Name in program</li> </ul>                               | <ul style="list-style-type: none"> <li>• 2 event tickets</li> <li>• Logo on signage and in program materials</li> </ul>   |



### Interested in joining our Corporate Partnership Program?

Please contact Dawn Draayer, Director of Philanthropy.



(540) 431-8335



[ddraayer@blueridgehospice.org](mailto:ddraayer@blueridgehospice.org)



Founded in 1981, and providing care and services in a 2,200-square-mile service area across the northern Shenandoah Valley and northwestern Virginia, Blue Ridge Hospice is a community-based, not-for-profit provider of the highest-quality serious illness and end-of-life care and grief support services with a mission to brighten life’s journey with quality and compassionate care for all whom we are privileged to serve.



333 West Cork Street #405, Winchester, VA 22601

+1 (540) 313-9200 | [info@BlueRidgeHospice.org](mailto:info@BlueRidgeHospice.org) | [www.BlueRidgeHospice.org](http://www.BlueRidgeHospice.org)



**Blue Ridge**  
HOSPICE