

18th Annual CARITAS Celebrity Serve

February 27, 2021 - A Virtual Event



For more than 30 years, CARITAS has been compelled by one simple idea: **There's No Place Like Home**. We support our most vulnerable neighbors as they move from crisis to a home of their very own. Throughout 2020, the word "Home" took on a deeper meaning for many of us. Here at CARITAS, we moved into a new home--the 150,000-square-foot CARITAS Center in South Richmond. We were recognized with a Golden Hammer award for our adaptive reuse of a retired Philip Morris leaf plant into a national-model center for human services. Our new home includes program space for our women's emergency shelter, The Healing Place for Women, CARITAS Works, the Furniture Bank, and 47 Recovery Residences. On any given day, more than 240 people will live under our roof, working to rebuild their lives.



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Each February we look forward to our annual *Celebrity Serve* dinner. For the last 17 years, this has been an in-person event with local celebrities serving and entertaining guests. We're taking *Celebrity Serve* virtual in 2021 to show you our beautiful new home at the CARITAS Center. In addition to the traditional celebrity antics, you'll get to see the space we just opened in December 2020. We hope you'll tip our celebrities for their time and participate in our auction.

The *Celebrity Serve* broadcast is free to watch, but you must register to receive the link, tip the celebrities, and bid on the exceptional auction packages. There are also wine and cheese ticket options for individuals and couples. Even if you just tune in and bid in the auction, we have a fun night in store for you!



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Corporate Sponsorships

\$10,000 - The Emerald City

- Opportunity to open or close the live broadcast
- Business spotlight on CARITAS social media channels and website
- Logo displayed in a room of the Center during live broadcast
- Wine and cheese for 10 participants delivered to their homes
- Logo on materials that go to wine and cheese participants
- Name recognition on programs/website/social media
- Yard sign designating you as a sponsor
- 1 week to preview auction

\$7,500 - The Great Wizard

- Opportunity to open or close the live broadcast
- Logo displayed in a room of the Center during broadcast
- Wine and cheese for 8 participants delivered to their homes
- Logo on materials that go to wine and cheese participants
- Name recognition on programs/website/social media
- Yard sign designating you as a sponsor
- 1 week to preview auction

~~\$5,000 - The Good Witch Broadcast Sponsor (SOLD OUT)~~

- Help CARITAS cover the cost of our virtual broadcast. Prominent logo display throughout the broadcast.
- Wine and cheese for 4 participants delivered to their homes
- Name recognition on programs/website/social media
- Yard sign designating you as a sponsor
- 1 week to preview auction

\$5,000 - The Yellow Brick Road

- Logo on materials that go to home dinner parties (glasses, cocktail napkins)
- Wine and cheese for 4 participants delivered to their homes
- Name recognition on programs/website/social media
- Yard sign designating you as a sponsor
- 1 week to preview auction

\$2,500 - Ruby Red Slippers

- Logo on materials that go to home dinner parties (glasses, cocktail napkins)
- Wine and cheese for 2 participants delivered to their homes
- Name recognition on programs/website/social media
- 1 week to preview auction

~~\$2,500 - Auntie Em's Wine Raffle Sponsor (SOLD OUT)~~

- Help CARITAS raffle off 50 bottles of wine, ranging in value from \$20-\$100
- Wine and cheese for 2 participants delivered to their homes
- Name recognition on programs/website/social media. Logo on materials that go to wine and cheese participants.
- 1 week to preview auction

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Individual Ticket Options

\$1,000 - The Yellow Brick Road (Individual)

- Wine and cheese for 2 participants delivered to their homes
- Name recognition on programs/website/social media
- Yard sign designating you as a sponsor
- 1 week to preview auction

\$60/100 - Wine & Cheese, Please!

- Wine and cheese for 1 or 2 participants delivered to their home the day of Celebrity Serve

Complimentary - Spectator

- Receive the link to watch our broadcast and participate in our online auction

All of the proceeds from the 18th annual Celebrity Serve celebration will allow CARITAS to continue lifting our most vulnerable neighbors from crisis to stability. Sponsorships are tax-deductible minus the value of goods and services received. We are deeply grateful to our 2021 planning committee members:

Sharon Hord, Chair

Laura Bacon

Ana Conceicao

Wanda Goodridge

Gwen Hart

Missy Ryan

Toni Sanders

Dawn Siegel

Melinda Snow

Kelsey Spicer

Paul Start

Cabell West



CARITAS

Shelter Furniture Bank Works The Healing Place