



# **2025 EVENT SPONSORSHIP OPPORTUNITIES**

### **The Healing Plate - a benefit for CARITAS | Thursday, May 15th**

The Healing Plate is a new fundraising event that brings together all that CARITAS encompasses: our mission, our impact, and our community. The evening will feature a fine dining experience with a meal prepared by local Richmond chefs and CARITAS' own culinary team. In addition, there will be a brief awareness segment, as well as both live and silent auctions.

### **Recovery Community Day with 2 End the Stigma | June (date TBD)**

This annual summer event brings together organizations from Richmond's recovery community for fellowship and education. Enjoy food prepared by The Healing Place Alumni Association and enter their raffles for fun prizes. Participate in REVIVE! naloxone training and learn how to save a life.

2 End the Stigma convenes nationally recognized speakers on the topic of addiction recovery. This all-ages, family-friendly event is free and open to the public.

### **43rd Street Festival of the Arts | Saturday, September 13th**

Join 75 artists for a beautiful day in the Forest Hill neighborhood to benefit CARITAS. Enjoy live music, food trucks, art, and learning about our work.

### **THP Alumni Coin Ceremony and Awards | Thursday, September 25th**

This special evening each September recognizes graduates from The Healing Place who have successfully completed all steps of the program and gained Alumni status. Each new alumnus receives a coin designating their new status in the program. Awards are given for the alumnus, volunteer, and community partner of the year.

### **THP Alumni Block Party | Saturday, September 27**

This annual celebration reunites our recovery community for a day of family-friendly fun. Hundreds of attendees enjoy activities such as a dj, a moonbounce, and the annual dunk tank.

*\*While we strive to include sponsor logos on all appropriate signage and materials, we cannot guarantee logo placement on all print and digital items due to production and deadline constraints.*

## **Other Ways to Support CARITAS:**

### **Swag Sponsor**

Help outfit CARITAS volunteers and staff with branded shirts, hats, or other swag to raise our visibility in the community.

### **Martin Luther King Jr. day service projects - January 20, 2025**

Help CARITAS start the year strong by filling our warehouse with program supplies! cleaning buckets | luggage | undergarments | nonperishable food

### **River City Half Marathon and 5k - March 8, 2025**

Saturday, March 8 beginning and ending at UR. [Register and select CARITAS](#) as your charity beneficiary!

### **THP FC Soccer Team—*Thanks Kinsale!***

Sponsor The Healing Place co-ed soccer team to help them pay for jerseys, equipment, and practice fields. Participation in the THP soccer team allows participants to build both community and a healthy lifestyle.

### **Furniture Builds**

Purchase tables or dressers (\$500-\$5,000 budget) and use your team to construct them.

### **Cleaning Buckets**

Purchase supplies (\$15-20/bucket) and assemble cleaning kits for Furniture Bank clients. This is a great project for school classes or youth groups if each child contributes 1-5 items.

### **Host Your Own Event**

Some community partners prefer to handle all the logistics of a fundraising event themselves, which is totally cool with us! We'll make sure you have proper CARITAS branding and information and let you handle the rest. [Here's a great example](#) from our friends at Main Street Homes.

If you are interested in any sponsorship opportunities for CARITAS, please contact Sarah Young at [syoung@caritasva.org](mailto:syoung@caritasva.org) or 804.358.0964



**Thursday, May 15th from 5:30 - 9pm at CARITAS Center**

**Michelin Star Sponsor:** \$15,000 - Kinsale Capital Group

Exclusive recognition as presenting sponsor with speaking opportunity. Logo included on invitation and event program. Recognition on CARITAS social media, website, and newsletters. Includes 8 tickets to event, assigned front row dinner table and front row event parking.

**Chef's Choice Sponsor:** \$10,000

Logo included on invitation and event program. Recognition on CARITAS social media, website, and newsletters. Includes 8 tickets to event and assigned dinner table.

**Back of House Sponsor:** \$5,000

Logo included on event program. Recognition on CARITAS social media, website, and newsletters. Includes 4 tickets to event.

**Front of House Sponsor:** \$2,500

Sponsor acknowledgement at event and recognition on CARITAS social media. Includes 4 tickets to event.

**A La Carte Sponsor:** \$1,000

Sponsor acknowledgement at event and recognition on CARITAS social media. Includes 2 tickets to event.

**Silent/Live Auction item donor**



## **Recovery Community Day with 2 End the Stigma**

Date: TBD

### **Presenting Sponsor: \$10,000**

Name and logo will be present on all event materials. Opportunity to speak to hundreds of attendees during the event.

### **Media Sponsor: \$5,000**

Help us spread the word and educate the community about overdose prevention and addiction recovery. Recognition on CARITAS social media, website, and newsletters.

### **Speaker Sponsor: \$2,500**

Help pay our speakers' travel expenses so we can continue to bring in high-quality experts in the field of addiction and recovery. Name and logo recognition at the event.

### **Activities Sponsor: \$1,000**

Help us rent games, a dunk tank, and other activities for this family-friendly day. Name and logo displayed at the event.

### **Community Partner (20 available): FREE**

Join us for this important day and set up a tent to share your services with the community.



**43rd Street Festival of the Arts  
Presented by Atlantic Union Bank**

Saturday, September 13th from 10 am - 4 pm in Forest Hill Neighborhood

**Presenting Sponsor: \$10,000–Atlantic Union Bank**

Your name and logo will be included on all event promotions and materials, including the brochure cover (4" x 2"). Opportunity to present from the stage at the festival, which typically draws a crowd of around 5,000 attendees. Opportunity to have a booth onsite and a company banner displayed prominently. Twenty tickets entered in the art raffle.

**Media Sponsor (1): \$5,000**

Help us get the word out and drive attendance to the festival. Name and logo included in all event promotions. 2" x 2" logo in Festival brochure. Ten tickets entered in the art raffle.

**Music Stage Sponsor (1): \$2,500**

Help us show appreciation to the local musicians who add so much to our day! Your name and logo will be displayed prominently on the stage. 2" x 2" logo in Festival brochure. Five tickets entered in the art raffle.

**Supporting Sponsor (5 available): \$1,000**

Name and logo on all event materials and digital media. 2" x 2" company logo in the Festival brochure. Sponsor acknowledgement at the event.

**Patron of the Arts (7 available): \$500**

Name and logo (1" x 1") on all printed materials.

**Friendly Neighbor (7 available): \$250**

Logo in Festival brochure.

**Printing Sponsor:**

Help us print our flyers and programs for the festival, with logo recognition on all printed materials.



## **THP Alumni Coin Ceremony and Awards**

Thursday, September 25 at CARITAS

### **Presenting Sponsor \$1,000**

Every September this special evening recognizes graduates from The Healing Place who have successfully completed all steps of the program and gained Alumni status. Each new alumnus receives a coin designating their new status in the program. Awards are given for the alumnus, volunteer, and community partner of the year. Your sponsorship will support the cost of food and awards for this annual event.

Sponsors will be recognized from the podium and will have the opportunity to present the community partner of the year award if desired.

## **THP Alumni Block Party**

Saturday, September 27

### **Presenting Sponsor \$2,500**

This annual celebration reunites our recovery community for a day of family-friendly fun. Sponsorships help to cover the expense of feeding hundreds of attendees and providing activities such as a DJ, a moonbounce, and the annual dunk tank.

This event includes a raffle that serves as one of The Healing Place Alumni Association's annual fundraisers. Sponsors will be recognized in all digital promotions and signage at the event.