



## Join us in commemorating our 190th anniversary!

Beginning with birthday celebrations across our programs in March 2021 and culminating in a celebratory Annual Gala in March 2022, we will host a year of special events commemorating 190 years of helping New Yorkers in need. Led by a special 190th Committee, these events will celebrate our mission and explore our impact on the lives of New Yorkers since 1831.

For more information, contact H. Aldervan Daly at [ADaly@RisingGround.org](mailto:ADaly@RisingGround.org) or 212-602-5847.

### 190TH HISTORIC VIDEO & PREMIERE

Historic video commemorating Rising Ground's 190-year history and the lasting and ongoing impact in the lives of New Yorkers in need, to be premiered at a special event (live and/or virtual) in September 2021 and shared on our website, on YouTube, social media, and across digital platforms.

### 190TH ANNIVERSARY LECTURE SERIES

Series of live and/or virtual lectures with experts in various fields discussing the history of Rising Ground, our role in the evolution of human services, the social issues we address, and our place in the history of New York City.

### 190TH CELEBRATORY GALA

In March 2022, we will finish our yearlong celebration with our Annual Awards Gala.

### 190TH COMMUNITY EVENTS

#### 190th Anniversary Kickoff Party

A virtual celebration with staff, leadership, sponsors, and more as we launch our yearlong celebration the week of March 7, 2021!

#### Employee Recognition Event

Our annual Employee Recognition Event in spring 2021 honoring staff excellence & years of service.

#### 190th Anniversary Virtual Journal & Staff Cookbook

Two special publications to celebrate our rich history, the people we support, and the community of supporters who make our work possible.

#### 190th Anniversary Treasures

Commemorative items celebrating our 190th for staff and friends!





Join us in celebrating!



## SPONSORSHIP OPPORTUNITIES

### 190<sup>TH</sup> VIDEO SPONSORSHIPS

#### **\$75,000 Executive Producer**

Exclusive credit as lead sponsoring executive producer in video credits, in press releases, on 190th page on Rising Ground website, on social media, and at premiere event.

#### **\$50,000 Associate Producer**

Listing as sponsoring associate producer in credits, in press releases, on 190th page on website, on social media, and at premiere event.

#### **\$25,000 Producer**

Listing as sponsoring associate producer in credits, in press releases, on 190th page on website, on social media, and at premiere event.

### LECTURE SERIES SPONSORSHIPS

#### **\$50,000 Series Sponsor**

Sponsorship acknowledgement in press release, invitations, on website & social media, and name recognition at all lecture events.

#### **\$10,000 Lecture Sponsor**

Sponsorship acknowledgement in press release, invitations, on website & social media, and name recognition at one lecture event.

### COMMUNITY SPONSORSHIPS

#### **\$15,000 Gold 190th Sponsor**

Gold Sponsor acknowledgement in relevant communications, at events, and on 190th page of website & on social media.

#### **\$10,000 Silver 190th Sponsor**

Silver Sponsor acknowledgement in relevant communications, at events, and on 190th page of website & on social media.

#### **\$5,000 Bronze 190th Sponsor**

Bronze Sponsor acknowledgement in relevant communications, at events, and on 190th page of website & on social media.

### VIRTUAL ANNIVERSARY JOURNAL

Show your support of Rising Ground by purchasing an ad in our Virtual 190th Anniversary Journal.

- ☐ \$5,000 Full Gold Page
- ☐ \$3,000 Full Silver Page
- ☐ \$2,000 Full Bronze Page
- ☐ \$1,000 Full White Page
- ☐ \$500 Half White Page
- ☐ \$250 Quarter White Page

Full Page Trim - 5" x 8"; Half Page - 5" x 4"; Quarter Page - 2.5" x 4"

To learn more or discuss sponsorships, please contact H. Aldervan Daly at **212-602-5847** or [ADaly@RisingGround.org](mailto:ADaly@RisingGround.org).

I'd like my name or my company's name to appear as:

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- ☐ My company will match my contribution.
- ☐ My check, payable to "Rising Ground," is enclosed.
- ☐ Please charge my card:
  - ☐ VISA
  - ☐ AMEX
  - ☐ MASTERCARD

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Please return this form to:  
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