

2022

# Liberty Foundation

## Corporate Support Proposal



### Helping the People Supported by Liberty ARC

Funding programs and projects to help those supported by the agency live their best lives.



# A Message from the Director of Public Relations and Development

Liberty ARC is extremely grateful for the past support from our sponsors, vendors, and business partners. As we move into 2022 we are ready to bring back some fundraisers and move along full steam ahead. **We truly appreciate our strong business partnership and your ongoing generous sponsorships of the events that support Liberty Foundation!** Below are two sponsorship opportunities for your consideration.

Liberty Foundation was established in 1993, to ensure that essential programming for individuals with intellectual and developmental disabilities, within our community, would be available for years to come. With your help, we can continue to fund programs, and provide opportunities that would otherwise not be possible. You, and your generosity, make a difference in the lives of the people we support.

**These sponsorships are critical to funding programs like Ground Level Grants, which provides items and enrichment activities to improve the lives of the people we support.** 100% of event proceeds go to support the people served by Liberty ARC. Thanks to your contributions, Liberty ARC can ensure that the people we support can achieve a quality of life that they value, and Liberty can continue to go above and beyond in our supports for persons with disabilities. The entire PR and Development team is ready to help with any of our sponsors requests.

If you have any questions, comments, or concerns please do not hesitate to reach out to me at [mcavoy@libertyarc.org](mailto:mcavoy@libertyarc.org) or 518-954-3265. Your feedback helps us ensure we are providing the best partnership for all involved.

Sincerely,



Paul McAvoy  
Director of Public Relations and Development



# 6<sup>th</sup> Annual Denim & Diamonds BBQ and Country Concert



Liberty ARC's Denim & Diamonds event not only continues to be a great time and has also proven to be a successful fundraiser. In the past years we have raised enough funds to build a sensory playground as well as acquire equipment to create a traveling theater program! Join us this year and make it the most successful yet.

*Event is currently scheduled for September 16, 2022 but will be subject to pandemic restrictions based on best practices at the time of event. In the event of cancellation, 100% of funds raised by sponsorships for Denim and Diamonds will go to the Liberty Foundation to support the people served by Liberty.*

### **10K Blue Diamond Sponsor- \$10,000**

- Two RESERVED tables of eight
- Complimentary BBQ dinners and an evening of entertainment
- One round of complimentary drink tickets from Saloon
- Logo on event ticket (exclusive to this sponsor level)
- Recognition and individual signage displayed prominently at event
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication
- Company Logo on Liberty ARC Event page as well as social media platforms
- VIP parking at Denim and Diamonds Event

### **Media & Video Wall Sponsor- \$7,500**

It's going to be an interactive, social media experience this year! Grab your phone and tell all your friends to check their social media for our hashtags and platforms featuring...YOU!!!!

- One RESERVED table of eight
- Complimentary BBQ dinners and an evening of entertainment
- Recognition on Social Media Video Wall at Event
- Prominent featuring on all Liberty ARC social media platforms leading up to and on night of event
- Recognition and individual signage displayed prominently at event
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication
- Company Logo on Liberty ARC Event page as well as social media platforms
- VIP parking at Denim and Diamonds Event





### **Rockin' Band Sponsor- \$5,000**

Skeeter Creek, the Capital Region's HOTTEST country band is back this year to party with us! This is your chance to put your name right next to this band, they have quite a following!

- One RESERVED table of eight
- Complimentary BBQ dinners and an evening of entertainment
- Recognition signage displayed prominently near/around stage
- Company staff to introduce the band after an intermission
- Meet and greet with band (photo opportunity)
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication
- Company Logo on Liberty ARC Event page as well as social media platforms

### **Saloon Sponsor- \$2,500**

Put your company's name in a high traffic area near the bar of local craft brews.

- RESERVED seating for four
- Complimentary BBQ dinners and an evening of entertainment
- Recognition signage displayed prominently above/around Beer/Wine beverage area
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication
- Company Logo on Liberty ARC Event page as well as social media platforms

### **BBQ Dinner Sponsor- \$1,500**

The meal is always a highlight so why not put your stamp of approval on it! Help us cover the cost by underwriting this delicious food; a full meal is provided, plus a drink, dessert and snacks. It's what brings the crowds back!

- RESERVED seating for four
- Complimentary BBQ dinners and an evening of entertainment
- Recognition signage displayed prominently at event and around food service area
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication
- Company Logo on Liberty ARC Event page as well as social media platforms



### Denim Sponsor- \$1,000

Dust off those boots & hat and get your best denim out. We also want to look our best... DECORATIONS!!! The Denim sponsor will be recognized for their generous support and bringing a fun atmosphere to the event. Sponsorship also includes:

- Four tickets to event- complimentary BBQ dinners and an evening of entertainment
- Company logo displayed at event
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication

### Lucky Corks, Lucky Forks! Sponsor-\$500

Last year's *Lucky Corks! Wine & Spirits* pull was a great success! New this year is *Lucky Forks* will be included so our guests can win gift cards to local restaurants! This fun event allows our Denim and Diamonds guests the chance to win a beverage or restaurant gift card, while making a donation to support Liberty Foundation. Your sponsorship entitles you to:

- Two tickets to event- complimentary BBQ dinners and an evening of entertainment
- Company logo displayed at event
- Recognition in printed event advertisement, Liberty ARC Annual Report and all other agency communication



Please contact Paul McAvoy at (518) 954.3265 or [mcavoy@libertyarc.org](mailto:mcavoy@libertyarc.org) to discuss your 2022 Corporate Sponsorship.

We look forward to working with you and **can customize any package to suit you or your company's needs.**

Let's work together to improve the lives of people with disabilities in Montgomery County!



A chapter of  **The Arc**  
New York

*Together we support people with disabilities to achieve a quality of life each person values.*