



CORPORATE SUPPORT PROPOSAL

2023

A MESSAGE FROM THE DIRECTOR OF PUBLIC RELATIONS AND DEVELOPMENT

LIBERTY
FOUNDATION
LIBERTY
ARC

What does “My Best Life” mean to you? For people with disabilities supported by Liberty ARC, “My Best Life” means trust, happiness, freedom, respect, and friendship, among other things.

Liberty Foundation plays an integral role in advancing the meaningful work that is happening at Liberty ARC. We’re proud of the way we partner with our vendors, local businesses, and generous individuals to improve lives for people with disabilities in Montgomery County.

One way Liberty Foundation achieves this is through event sponsorships. We are excited to share with you the sponsorship opportunities for 2023 – whether you are a returning sponsor or joining us for the first time – your support makes a major difference.

100% of the funds raised from these events go to Liberty Foundation, funding programs like Ground Level Grants which provides for critical needs and those ‘extras’ for disabled people in our community. From comfort items for individuals with dementia to bicycles for independent transportation to gym memberships and smart devices – your sponsorship funds experiences, activities, equipment, and more – all to improve the lives of the people supported by Liberty ARC.

As you browse through the possibilities, the PR and Development team is ready to help with any of your requests. With your help, we can continue to fund programs, and provide opportunities, that would otherwise not be possible. You help people served by Liberty ARC live their best lives, and our entire community is grateful for your support!

Sincerely,



Paul McAvoy
mcavoy@libertyarc.org
(518) 954-3265

7TH ANNUAL DENIM & DIAMONDS BBQ AND COUNTRY CONCERT

Liberty Foundation's Denim & Diamonds BBQ and Country Concert is back and better than ever! On **Friday, September 22**, we'll be back under the tent with Skeeter Creek. Year after year, Denim & Diamonds is a crowd-pleaser. What's not to like?! Great music, delicious food, cold drinks, fresh night air, and 300+ people having fun! At this event, you can dress down and party up. Whether you prefer to be on the dance floor all night or kick back and relax, Denim & Diamonds is sure to be a good time for all.

Since its' inception, Denim & Diamonds has raised significant funds to support the needs and dreams of people with disabilities at Liberty ARC. In past years, this event has helped build a sensory playground; provided virtual music lessons and health classes; sent animal lovers to the zoo, and much, much more!



At Denim & Diamonds, the band isn't the only thing in the spotlight. . .as a Sponsor, you will be, too! Join us this year and help make more dreams come true. We've crafted several sponsorship opportunities for you to consider – so like a favorite pair of jeans, you're sure to find one that's a good fit.

10K BLUE DIAMOND SPONSOR

\$10,000



- One RESERVED table of eight
- Complimentary BBQ dinners and an evening of entertainment
- One round of complimentary drink tickets from Saloon
- Corporate logo on event ticket (exclusive to this level)
- Recognition in printed event advertisement, Liberty ARC Annual Report, and all other Agency communication
- Corporate name mentioned in media release
- Top billing on all sponsorship materials
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

DENIM DINNER SPONSOR

\$7,500

The meal is always finger lickn' good, so why not put your stamp of approval on it?! Each meal ticket holder enjoys a fresh, hot BBQ dinner, plus a drink, dessert and snacks.



- One RESERVED table of eight
- Complimentary BBQ dinners and an evening of entertainment
- One round of complimentary drink tickets from Saloon
- Recognition signage displayed prominently near/around food service area
- Recognition in printed event advertisement, Liberty ARC Annual Report, and all other Agency communication
- Corporate name mentioned in media release
- Top Billing on all sponsorship materials
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

ROCKIN' BAND SPONSOR

\$5,000

Skeeter Creek, the Capital Region's HOTTEST country band is back this year to party with us! This sponsorship brings new meaning to the adage "I'm With The Band"! Whether guests are movin' and groovin' on the dance floor, or rockin' and rollin' from their seats, everyone's attention is on the band - and with this sponsorship that means the spotlight is on YOU, too!



- One RESERVED table of six
- Complimentary BBQ dinners and an evening of entertainment
- Recognition signage displayed prominently near/around stage
- Meet and Greet with the band (great photo opp!)
- Recognition in printed event advertisement, Liberty ARC Annual Report, and all other Agency communication
- Corporate name mentioned in media release
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

SALOON SPONSOR

\$2,500

What goes hand in hand with good food and great music?! You guessed it - a cold brew! Almost as popular as the band, the Saloon is a high traffic area, frequented by many guests all night long. Folks will raise their glass and cheers to you as the Saloon Sponsor.



- RESERVED seating for four
- Complimentary BBQ dinners and an evening of entertainment
- Recognition signage displayed prominently near/around bar area
- Recognition in printed event advertisement, Liberty ARC Annual Report, and all other Agency communication
- Corporate name mentioned in media release
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

BULL'S-EYE SPONSOR

\$1,500

Be the center of attention at every table as the Bull's-Eye Sponsor! At Denim & Diamond's, the music is on point, the food and drinks hit the spot, and the décor is top-notch. Each table features a creative and captivating centerpiece – uniquely crafted by Liberty ARC staff and people we support. This sponsorship allows you to add your company logo to each centerpiece – so as the Bull's-Eye sponsor you are sure to not miss the mark!



- RESERVED seating for four
- Complimentary BBQ dinners and an evening of entertainment
- Corporate logo displayed prominently with each centerpiece
- Recognition in printed event advertisement, Liberty ARC Annual Report, and all other Agency communication
- Corporate name mentioned in media release
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

RANCH SPONSOR

\$1,000

Denim & Diamonds is held on the lawn behind Liberty ARC's Day Support Center. We're no magicians. . . but magic happens when we transform the space from a wide open field to an intimate concert venue. This sponsorship supports the event from wall to wall and ceiling to floor - tents, table, chairs, stage, dance floor, décor, and more. As the Ranch Sponsor, your company will shine like a diamond for your contribution in making our space sparkle.



- 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
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

LUCKY CORKS, LUCKY FORKS! SPONSOR

\$500

Lucky Corks, Lucky Forks! brings a little extra flare to our event by allowing Denim and Diamonds guests the chance to win bottles of wine/liquor AND/OR restaurant gift cards, while also making a donation to support Liberty Foundation.



- 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
- Special social media post tagging business
- Corporate logo featured in event advertising
- Public recognition, including:
 - Liberty's boosted Social Media Posts (reaching 3,000+ people; 2,800+ Facebook followers)
 - Donor Acknowledgement page on website (3,500+ visitors)
 - Printed 'Thank You' advertisement (11,250+)
 - Liberty's email distribution (7,600+)

	10K Blue Diamond Sponsor	Denim Dinner Sponsor	Rockin' Band Sponsor	Saloon Sponsor	Bull's-Eye Sponsor	Ranch Sponsor	Lucky Corks & Forks Sponsor
Corporate logo on event ticket	👢						
One reserved table of 8	👢	👢					
One round of complimentary drink tickets from Saloon	👢	👢					
Top billing on all sponsorship materials	👢	👢					
Corporate name mentioned in media release	👢	👢	👢	👢	👢		
Recognition in printed event ad, and Agency communications	👢	👢	👢	👢	👢	👢	👢
Complimentary BBQ dinners and an evening of entertainment	👢	👢	👢	👢	👢	👢	👢
Special social media post tagging business	👢	👢	👢	👢	👢	👢	👢
Corporate logo featured in event advertising	👢	👢	👢	👢	👢	👢	👢
Public recognition in digital and printed items	👢	👢	👢	👢	👢	👢	👢
Recognition signage displayed prominently near/around food area		👢					
One reserved table of 6			👢				
Recognition signage displayed prominently near/around stage			👢				
Meet & Greet with the band			👢				
Reserved seating for 4				👢	👢		
Recognition signage displayed prominently near/around bar area				👢			
Corporate logo/name featured with centerpieces					👢		
4 tickets to event						👢	
Company logo displayed at event						👢	👢
2 tickets to event							👢



LIBERTY
ARC

A chapter of **The Arc**
New York

Please contact us to discuss your 2023 Corporate Sponsorship.
We can customize any package to suit you or your company's needs.

Gilli Hachey
Stewardship & Development Manager
hacheyg@libertyarc.org
(518) 954-3222

THANK YOU

2023

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

www.libertyarc.com

43 Liberty Drive
Amsterdam, NY 12010