



Sponsorship Opportunities

Saturday, June 8, 2024 from 10:00am - 2:00pm

Seven Hills School

1311 Overbrook Rd, Richmond, VA 23220



About DesignRVA

A FREE, one-of-a-kind event, DesignRVA introduces children ages 8-14 to the design of our region, while informing them about how their voices can be a part of the planning, creation, and improvement of the places where they live, learn, work, and play. On Saturday, June 8, 2024, join Storefront for Community Design, a nonprofit design center in Richmond, for the second annual DesignRVA event. Children and families will engage with volunteers from community-based organizations and design professions like architecture, engineering, urban planning, and construction to build elements of their imagined ideal neighborhood.

DesignRVA highlights the community's critical need in areas of health and wellness, land use, transportation, and housing, to answer the question "How would YOU design a more equitable and fair greater Richmond?"

Event sponsorships will provide access to families from any financial circumstances to participate in this interactive and educational community day. Entertainment is also part of the day.



Event Marketing

For DesignRVA 2024, Storefront for Community Design is planning for up to 500 attendees throughout the day. We anticipate the event attracting over 1,000+ attendees in the future as we grow the event in the coming years.

Our outreach strategy includes the following:

- VPM Media Corporation
- Promotion through public and private elementary and middle schools in Greater Richmond, First Fridays, Style Weekly, Richmond Public Libraries, and news coverage
- Featured event in email communications
- Prominently promoted on www.storefrontrichmond.org homepage and email newsletters
- Social media campaign through Facebook, Twitter, Instagram, LinkedIn, and Nextdoor
- Community organization outreach; part of your sponsorship underwrites the participation of a community-based organization



DesignRVA Sponsorship Benefits and Opportunities



The Visionary

\$10,000 (one available)

- Exclusive recognition as presenting sponsor with logo on marketing materials and advertisements including email and event collateral
- Most prominent logo listed on event website
- Most prominent logo on event signage at entrance
- Most prominent logo on event Eco-friendly swag bags*
- Most prominent logo on electronic media promotions
- Recognition with one-page advertisement (camera-ready artwork provided by sponsor) in event program including logo and Business/Organization overview*
- Opportunity for social media collaboration on Facebook, Twitter, Instagram, LinkedIn, and Nextdoor
- Sponsor table at event with opportunity to bring flyers and giveaways to promote your business
- 15 invitations to post-event sponsor reception
- Exclusive speaking opportunity at post-event sponsor reception
- Recognition in Storefront for Community Design's annual report
- Digital photo assets provided post-event for sponsor use
- Opportunity to provide volunteers on the day of the event

The Creator

\$5,000 (four available)

- Premier logo listed on event website
- Premier logo on event signage at entrance
- Premier logo on electronic media promotions
- Recognition with half-page advertisement (camera-ready artwork provided by sponsor) in event program including logo and Business/Organization overview*
- Sponsor table at event with opportunity to bring flyers and giveaways to promote your business
- Opportunity for social media collaboration on Facebook, Twitter, Instagram, LinkedIn, and Nextdoor
- 10 invitations to post-event sponsor reception
- Recognition in Storefront for Community Design's annual report
- Digital photo assets provided post-event for sponsor use
- Opportunity to provide volunteers on the day of the event

*To guarantee sponsorship listing in event program and swag, return commitment form and payment by May 3, 2024.

DesignRVA Sponsorship Benefits and Opportunities



The Innovator

\$2,500 (five available)

- Logo listed on event website
- Logo on event signage at entrance
- Logo on electronic media promotions
- Recognition with logo in event program*
- 6 invitations to post-event sponsor reception
- Recognition in Storefront for Community Design's annual report
- Digital photo assets provided post-event for sponsor use
- Opportunity to provide volunteers on the day of the event

The Ground Breaker

\$1,000 (five available)

- Name listed on event website
- Name on event signage at entrance
- Recognition with name in event program*
- 4 invitations to post-event sponsor reception
- Recognition in Storefront for Community Design's annual report
- Digital photo assets provided post-event for sponsor use

The Initiator

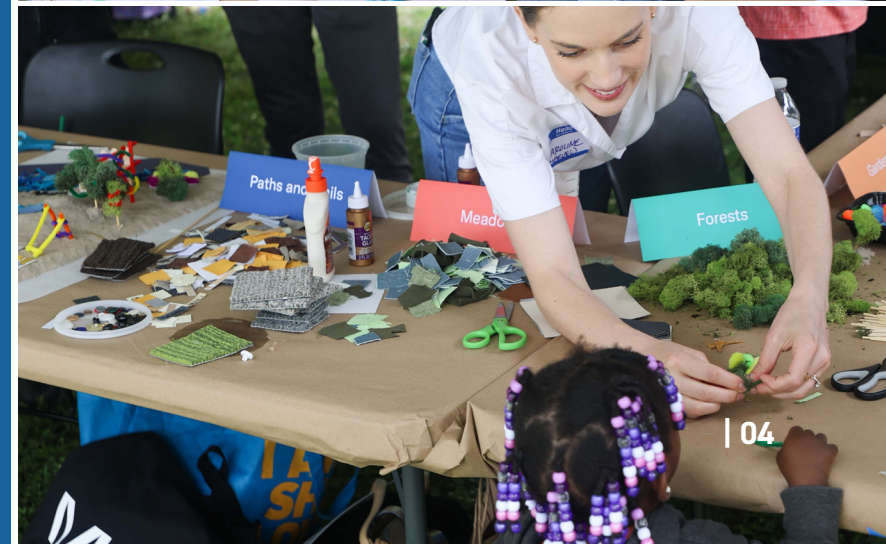
\$500 (unlimited available)

- Name listed on event website and in event program*
- 2 invitations to post-event sponsor reception
- Recognition in Storefront for Community Design's annual report
- Digital photo assets provided post-event for sponsor use

*To guarantee sponsorship listing in event program, return commitment form and payment by May 3, 2024.

Event and Sponsor Details

- To guarantee sponsorship listing in event program and eco-friendly swag bags, return commitment form and payment by May 3, 2024
- To guarantee sponsorship listing on webpage and marketing collateral, return commitment form and payment by May 25, 2024
- Event Setup: TBD
- General Admission: Saturday, June 8 from 10:00am to 2:00pm at the campus of Seven Hills School – up to 500 people anticipated throughout the day
- Post-event sponsor reception: Saturday, June 8 from 2:30pm-4:00pm at the campus of Seven Hills School
- \$10,000 and \$5,000 sponsors receive a table at the event to promote your business. Promotional materials appropriate for children and families, such as giveaways, are strongly encouraged
- Snacks and drinks are provided at beginning of day to sponsors and volunteers
- Food vendors will also be present at the event for food and drink purchases
- Tables and chairs will be provided
- Wireless internet access is not available at the event venue
- Sponsors and exhibit hosts grant permission to Storefront for Community Design to take photographs or record videos of vendors and/or display during the event for the strict purpose of promotion and publicity of the event
- Sponsors and their representatives shall conduct themselves in a manner that is appropriate for the family-oriented event, which includes but is not limited to no smoking, no profanity, and no display of inappropriate content or clothing
- Event updates can be found at www.storefrontrichmond.org/designrva



DesignRVA Sponsorship Form | Storefront for Community Design

The Visionary	\$10,000 – The Visionary (one available)
The Creator	\$5,000 – The Creator (four available)
The Innovator	\$2,500 – The Innovator (five available)
The Ground Breaker	\$1,000 – The Groundbreaker (five available)
The Initiator	\$500 – The Initiator (unlimited available)

Contact Information

Contact _____ Individual Business Gov't/Non-Profit

Address _____

City _____ State _____

Business/Org. _____

Phone _____ Email _____

Note: Staff will contact you directly for final payment. Questions? Email hello@storefrontrichmond.org



Donations for General Contributions

\$250.00

\$100.00

Custom Amount \$ _____



Thank You!



Contact:

Seth Knight, Executive Director
hello@storefrontrichmond.org

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Richmond, VA 23219
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www.storefrontrichmond.org



Storefront for Community Design is a 501(c)(3) organization, and your contribution is tax deductible (EIN 45-2644809). For more information regarding sponsorship and fundraising opportunities, please contact us directly.

