

September 2020

Dear Friend:

This is a special time for the Character Council. We invite you to celebrate with us the 20th anniversary of the Character Council's founding -- **20 years of inspiration!** These certainly aren't the circumstances we envisioned for such an occasion, but we believe that honoring character is even more critical right now. **Character is a choice that brings us closer together.** When we choose to do the right thing, no matter the cost; when we choose to care for our neighbors in need, despite our personal burdens; when we choose to fight injustice for those unable to fight for themselves, that is when our character counts the most. **For 20 years, the Character Council has been inspiring the Greater Cincinnati community to a higher thought, a kinder deed, and the right action.**

On November 18, we will gather together virtually to celebrate our 20th anniversary as we honor the 2020 Heroes of Character. These Heroes will be nominated by their peers as upstanding citizens and people of character, and represent the best of the Tri-State area. They will come from all over the region, from different backgrounds and walks of life. They are willing to do the right thing, no matter who is watching. They set an example of care and compassion in our communities. They may never have met before this event, but they are connected, nonetheless – by their character.

This year, we will honor two very special people who were instrumental in the forming of the Character Council: **Michael P. Daly**, our Founder who brought the vision of the Council to Cincinnati; and **Anthony Munoz**, our original spokesperson who has made character development in youth his personal mission.

We are writing to request your support of the celebration through sponsorship. Your sponsorship dollars will support our statewide and regional character building initiatives: character awareness campaigns in our community and character education programs in area schools. Enclosed is a Sponsorship Form detailing levels of support. To be included on printed materials, we ask for your commitment by October 9.

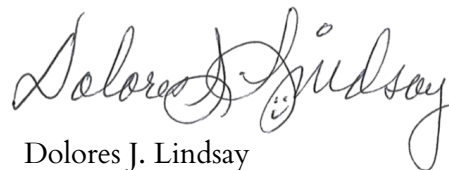
Please mark November 18 on your calendar for the "Heroes of Character" Celebration, 7:00 pm virtually. We want all of our Heroes and attendees to celebrate with us safely and responsibly. We hope you will bear with us as we make the transition. Please help us celebrate and promote good character by replying with your check and sponsorship form. Thank you for your loyal support!



Jacqueline R Schmucki
Executive Director



Mary Andres Russell
Heroes Event Co-Chair



Dolores J. Lindsay
Heroes Event Co-Chair

Heroes of Character

2020 Sponsorship Levels

Presenting Sponsor - \$2,500

- Company Name in Heroes of Character Celebration event title
- Company Logo on the cover of celebration invitation
- Company logo on event dashboard web page
- Company logo on digital overlay during event
- Virtual Sponsor Booth before and after the event
- Social Media exposure through various channels and numerous email blasts
- Full-page ad in the event program, mailed to all attendees
- Public thank you during the event
- Five log in points to the event

Community Partner - \$1,000

- Company Logo on back of celebration invitation
- Full-page ad in the event program, mailed to all attendees
- Company logo on event dashboard web page
- Virtual Sponsor Booth before and after the event
- Social Media exposure through various channels and numerous email blasts
- Two log in points to the event

Enthusiasm Sponsor - \$500

- Company Logo on celebration invitation
- Half-page ad in the event program
- Virtual Sponsor Booth before and after the event
- Recognition on Character Council website
- One log in point at the event

Generosity Sponsor - \$250

- Quarter-page ad in the event program
- Recognition on Character Council website
- One log in point to the event

But wait, there's more!

We know some of the sponsorship levels can be intimidating for small businesses and organization who want to get involved in the event. Below are some other ways to support the 2020 Heroes of Character Celebration!

New!

Ticket Sponsor - \$35/each

Unable to attend the event, but wish to support in a significant way? While our Heroes' attendance is complimentary, many of our Heroes wish to have friends and family to support them at this event, and we have found the ticket price can be cost-prohibitive. By the same token, our Finalists are invited to attend at a reduced price, but on occasion even that can be difficult for some families. By choosing this sponsorship option, your contribution will have a direct impact on the people we are recognizing for their exemplary character.

Silent Auction & Basket Raffle

Does your business or organization do or make something unique? Do you have a group of coworkers or friends who might be able to put together an awesome basket to give away? Every year, we have a Silent Auction and Basket Raffle and we need help to fill it!

In-Kind Donations

Events can be expensive to put on with all of the different aspects working together. If you would prefer to donate awards, lend technology for virtual event productions, or provide other event support, please contact us. We have a special valuation form for in-kind donations, and depending on the value of what is donated, you can qualify for the sponsorship levels and benefits on the previous page, or we can create a unique sponsorship package just for you!

We would appreciate receiving your commitment by October 9, 2020, to be included advertisements and collateral.

To fill out this form and purchase sponsorship with a credit card online, please visit bit.ly/HeroSponsor20

Yes, we will be a "Heroes of Character" sponsor.

- Presenting Sponsor \$2,500
- Community Partner \$1,000
- Enthusiasm Sponsor \$500
- Generosity Sponsor \$250

Extra tickets to the event:

 \$60 Early Bird Ticket
(If purchased before Oct. 16, 2020)

 \$75 Celebration Ticket

New!

 \$35 Ticket Sponsor

We are unable to be a sponsor, but wish to make a tax-deductible contribution: \$ _____

Sponsor Information:

Name as it should appear in printed materials: _____

Company: _____ Address: _____

City: _____ State: _____ ZIP: _____

Contact: _____ Title: _____

Phone: _____ Email: _____

Payment Details:

 Check here to receive an invoice for sponsorship.

 Enclosed is a check payable to 'Character Council' in the amount indicated above.

 Our gift will be given in-kind. Please send us a valuation form for tax purposes.

Please return this form to:
Character Council - Development
8730 Cincinnati Dayton Road #492
West Chester, OH 45071

Please forward all electronic logos to
JSchmucki@CharacterCincinnati.org

Character Council EID: 31-1711829