

June 2021

Dear Friend:

We are writing to invite you to celebrate with us the 20th +1 anniversary of the Character Council's founding -- **over 20 years of inspiration!** We continue to celebrate our anniversary, and 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 over 20 years, the Character Council has been inspiring the Greater Cincinnati community to a higher thought, a kinder deed, and the right action.**

**On October 21, 2021, we will gather together virtually to celebrate our 20th + 1 anniversary as we honor the 2021 Heroes of Character.** These Heroes have been nominated by their peers as upstanding citizens and people of character, and represent the best of the Tri-State area. They 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.

**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 August 31, 2021.

**Please mark October 21 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. **Show your support of character and help us to celebrate these Heroes and Student Heroes of Character** by replying with your check and completed sponsorship form. Thank you for your loyal support!



Jacqueline R Schmucki  
Executive Director



Diane Brueggemann  
Heroes Event Co-Chair



Don Larrick  
Heroes Event Co-Chair

# Heroes of Character

Class of 2021

## Heroes

Andrew Leurck  
Cincinnati, OH

Holly Simms  
Cleveland, OH



Ashley Gallahar  
Crescent Springs, KY

Ron Beshear  
Cincinnati, OH

Joni Copas  
Hamilton, OH

Cynthia Partridge  
Cincinnati, OH

Kathleen Klink  
Hamilton, OH

## Student Heroes

Ornella Siakam  
High School Senior  
Cincinnati, OH

Jayden Wilson  
Seventh Grade  
Hamilton, OH

Kraig Payne  
Fourth Grade  
Cincinnati, OH

Madison Payne  
Seventh Grade  
Hamilton, OH

Luke Walker  
Eighth Grade  
Hamilton, OH

## Finalists

Tina Cole  
Cleveland, OH

Tom Burton  
Cleveland, OH

Manga Tita  
Hamilton, OH

Christina Kent  
Aurora, IN

Candace James  
Milford, OH

# Heroes of Character

## 2021 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
- 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
- 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
- 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 organizations who want to get involved in the event. Below are some other ways to support the 2021 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

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 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 August 31, 2021, to be included advertisements and collateral.

To fill out this form and purchase sponsorship with a credit card online, please visit [CharacterCincinnati.org/Heroes-Sponsor](http://CharacterCincinnati.org/Heroes-Sponsor)

**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 Sept. 31 2021)*

       **\$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](mailto:JSchmucki@CharacterCincinnati.org)  
by Aug. 31, 2021

Character Council EID: 31-1711829