



2022 – 2023 Annual Sponsorship Opportunities

CaringMatters' work with children, adults and families facing serious illness and grieving the death of a loved one is made possible through the support of donors and sponsors. Sponsors also enable us to raise awareness and advocate within the community about end-of-life concerns, advance care planning and grief.

For the first time, CaringMatters is offering a new, specialized sponsorship package that will allow you and your company to define and tailor visibility and benefits to fit the needs of your company, your employees, your financial strategy, and your community. As an annual sponsor, your company will have the opportunity to be a branded partner with CaringMatters and other community leaders, while highlighting your commitment to corporate social responsibility and leadership. Annual sponsorships begin at \$10,000.

Benefits for Annual Sponsors:

- Brand recognition across multiple programs and media outlets.
- Networking opportunities at CaringMatters' signature events.
- Customized employee engagement, volunteer, and awareness programs.

2022 – 2023 Key Events and Programs with Promotional Opportunities for Annual Sponsors:

- **Raise Your Glass** – CaringMatters hosts the annual Raise Your Glass Winetasting Fundraiser.
- **Golfing for Good** – This family-friendly, open-air activity at Topgolf is for both golfers and non-golfers, and helps raise critical funds to support CaringMatters' programs.
- **Silver Linings Gala** – In 2022, our signature event will be held on Saturday, September 24 at Woodmont Country Club in Rockville, MD. The Hon. Craig Rice, Councilmember for Montgomery County, will present three awards for extraordinary leadership.
- **Camp Erin Montgomery County** – Camp Erin is an overnight weekend camp for children and teens who are grieving the death of someone close to them.
- **Community Education** – Events are designed to develop knowledge and skills around end-of-life and grief related topics that can be applied to daily life. Specialized workshops are available for Annual Sponsors on topics such as Advance Care Planning and Grief Support in the Workplace.
- **Bereaved Caregivers Retreat** - This special, weekend program is for family/friend primary caregivers whose loved one has died within the past 2 years, allowing them to connect with other former caregivers, share their stories, and begin to rebuild their identities post-caregiving.

For questions or information about Annual Sponsorships,
please contact Allison Stearns, allisons@caringmatters.org or 301-869-0113



2022 – 2023 Benefits	Executive Sponsor \$25,000	Elite Sponsor \$20,000	Charter Sponsor \$15,000	Choice Sponsor \$10,000
Event Visibility Silver Linings Gala	Two Tables for Ten plus 30% discount on additional tickets	Table for Ten plus 20% discount on additional tickets	Table for Ten plus 10% discount on additional tickets	Table for Ten
	full-page program ad	1/2 page program ad	1/4 page program ad	1/8 page program ad
Golfing for Good	2 Golf Bays	2 Golf Bays	1 Golf Bay	1 Golf Bay
Raise Your Glass	10 Tickets	8 Tickets	6 Tickets	4 Tickets
Speaking opportunity at signature event	✓	✓		
Customized employee engagement opportunities	✓	✓		
Permission to use CaringMatters' name, logo, and web link in company's marketing and promotional efforts	✓	✓		
Co-branding on Volunteer Appreciation gifts	✓	✓		
Feature article about sponsor/company in CaringMatters' e-newsletter	✓	✓	✓	
Listing in all event and program collateral	✓	✓	✓	✓
Logo and link to company website on main landing page of CaringMatters' website	✓	✓	✓	✓
Link to company website in CaringMatters' e-newsletter	✓	✓	✓	✓
Social media highlights and posts	✓	✓	✓	✓