



48TH ANNUAL VOLUNTEER OF THE YEAR AWARDS

Sponsorship
Opportunities



APRIL 21, 2022

3:30 PM

OUR IMPACT



2021 NUMBERS

VOLUNTEERS MOBILIZED

7,125

HOURS SERVED IN THE COMMUNITY

28,500

IMPACT VALUE TO THE RIVER REGION

\$ 669,750

VOLUNTEER SERVICE OPPORTUNITIES

FOUR NATIONAL DAYS OF SERVICE

CORPORATE VOLUNTEERISM/ PRO BONO PROJECTS

DISASTER RESPONSE

AND MUCH MORE!





Celebrating the Spirit of Volunteerism

The Volunteer of the Year Awards Celebration has become the River Region's largest annual event recognizing individuals and groups who have given selflessly of their time and talent to improve their community and the overall quality of life. The awards celebration is held each year during National Volunteer Week in April – this year we will celebrate 48 years of recognizing those in the River Region who affect change in their community.

Awards

Awards are given to outstanding individual volunteers and volunteer groups whose efforts have brought about a positive impact on the River Region.

Categories (Eligible for Nominations):

- **Adult Group** - Groups eligible for this award represent colleges, civic organizations, faith-based groups, or corporations. Consideration is given to the groups' collective approach to problem solving and improving the community.
- **Adult Volunteer (Ages 19 – 64)** - Individuals eligible for this award may be involved in a variety of community activities or may have a concentration of service with a particular cause. The collective effect of their work has an impact on agencies and the community at large. Consideration is given to the nominee's longevity, focus or variety of work, and overall impact.
- **Senior Volunteer (Age 65+)** - Individuals eligible for this award have participated in hands-on, direct service with one or more agencies. Their service is considered extraordinary. Consideration is given to the nominee's longevity, focus, and impact to the agency, its constituents, and/or the community.



- **Youth Group (18 & under)** - Groups eligible for this award may represent schools, faith-based organizations, or service clubs. Consideration is given to the group's team approach to problem solving and improving the community.
- **Youth Volunteer (18 & under)** - This award recognizes a youth who incorporates volunteerism into his/her life and serves as an inspiration to others.

2021 VOLUNTEER OF THE YEAR AWARD RECIPIENTS

Adult: Patrick Aitken, an everyday hero and champion for the over 800 homeless living in the River Region.

Adult Group: Autauga County Master Gardeners Association, which maintains two community gardens, donates 1,000 pounds of produce annually to low-income families and presents programs in schools and libraries to pass along their love of gardening to future generations.

Youth: Tionna Tate, an honor graduate of LAMP who established and led the school's FOCUS Program to raise awareness about social issues focusing primarily on mental health matters.

Youth Group: The Philanthropy 101 program at the Montgomery Academy who participate in a summer course that challenges them to question their abilities to make a difference in the community. The group visits a variety of nonprofit agencies offering hands on service as well as a financial donation.

Senior Volunteer: Gloria Jean Williams, the Founder/Director of SKIP, whose life mission is to provide educational and enrichment services to at-risk children of incarcerated parents and to stop the cycle of incarceration.



HandsOn
RIVER REGION

Level: **Presenting Sponsor**

Commitment: **\$7,500**

Limited to one sponsor!



As a sponsor of the River Region Volunteer of the Year Celebration, your company will receive the following benefits:

General Benefits

- ☐ Rights to use the HandsOn River Region Logo/Name
- ☐ Opportunity to provide volunteers to host & setup event

Marketing/Media Benefits

- ☐ Full page ad (B&W) in event program
- ☐ Two VIP tables for ten employees and guests; additional seats will be held for an honoree and their guests.



Level: **Presenting Sponsor**

Commitment: **\$7,500**

Marketing/Media Benefits (Continued):

- ☐ Company logo prominently displayed at each table
- ☐ Prominent placement of logo on Volunteer of the Year program
- ☐ Premium placement of logo on invitation and Save the Date email
- ☐ Prominent mention in all media communications including press releases, radio, print and other advertisements, as well as Facebook, Instagram, and Twitter (8,000+ followers)
- ☐ Prominent placement of logo and company hyperlink on the front page of the HandsOn River Region website and Volunteer of the Year Celebration webpage
- ☐ Prominent placement of logo on Volunteer nomination packet
- ☐ Prominent placement of logo in program slide show
- ☐ Recognition from stage and speaking opportunity at event
- ☐ Opportunity to provide gift/promotional item to attendees (approx. 400)
- ☐ Recognition in post event press releases, emails, and other communication



Level: **Platinum Sponsor**

Commitment: **\$5,000**

Limited to two sponsors!



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General Benefits

- ☐ Rights to use the HandsOn River Region Logo/Name
- ☐ Opportunity to provide volunteers to host & setup event



Level: **Platinum Sponsor**

Commitment: **\$5,000**

Marketing/Media Benefits:

- ☐ Two VIP tables for ten employees and guests; additional seats will be held for an honoree and their guests.
- ☐ Prominent placement of logo on Volunteer of the Year program
- ☐ Placement of logo on invitation and Save the Date email
- ☐ Mention in all media communications including press releases, radio, print and other advertisements, as well as Facebook, Instagram, and Twitter (8,000+ followers)
- ☐ Placement of logo and hyperlink on the Volunteer of the Year Celebration webpage
- ☐ Placement of logo on Volunteer nomination packet
- ☐ Prominent placement of logo in program slide show
- ☐ Recognition from stage
- ☐ Recognition in post event press releases, emails, and other media communications



Level: **Gold Sponsor**

Commitment: **\$2,500**

Limited to two sponsors!



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General Benefits

- ☐ Rights to use the HandsOn River Region Logo/Name
- ☐ Opportunity to provide volunteers to host & setup event



Level: **Gold Sponsor**

Commitment: **\$2,500**

Marketing/Media Benefits:

- ☐ Two VIP tables for ten employees and guests; additional seats will be held for an honoree and their guests
- ☐ Prominent placement of logo on Volunteer of the Year program
- ☐ Mention in at least five media communications including press releases, radio, print and other advertisements, as well as Facebook, Instagram, and Twitter (8,000+ followers)
- ☐ Placement of logo and hyperlink on the Volunteer of the Year Celebration webpage
- ☐ Placement of logo in program slide show
- ☐ Recognition from stage
- ☐ Recognition in post event press releases, emails, and other media communications



Level: **Silver Sponsor**

Commitment: **\$1,000**

General Benefit:

- ☐ Rights to use the HandsOn River Region Logo/Name

Marketing/Media Benefits:

- ☐ Mention in at least four media communications including press releases, radio, print and other advertisements as well as Facebook, Instagram, and Twitter (8,000+ followers)
- ☐ Placement of logo and hyperlink on the Volunteer of the Year Celebration webpage
- ☐ Placement of logo in program slide show
- ☐ Prominent placement of logo on Volunteer of the Year program
- ☐ Recognition in post event press releases, emails, and other media communications





Level: **Bronze Sponsor**

Commitment: **\$500**

General Benefit:

- ☐ Rights to use the HandsOn River Region Logo/Name

Marketing/Media Benefits:

- ☐ Placement of logo and hyperlink on the Volunteer of the Year Celebration webpage
- ☐ Placement of logo in program slide show
- ☐ Placement of logo on Volunteer of the Year program





ready to be involved?

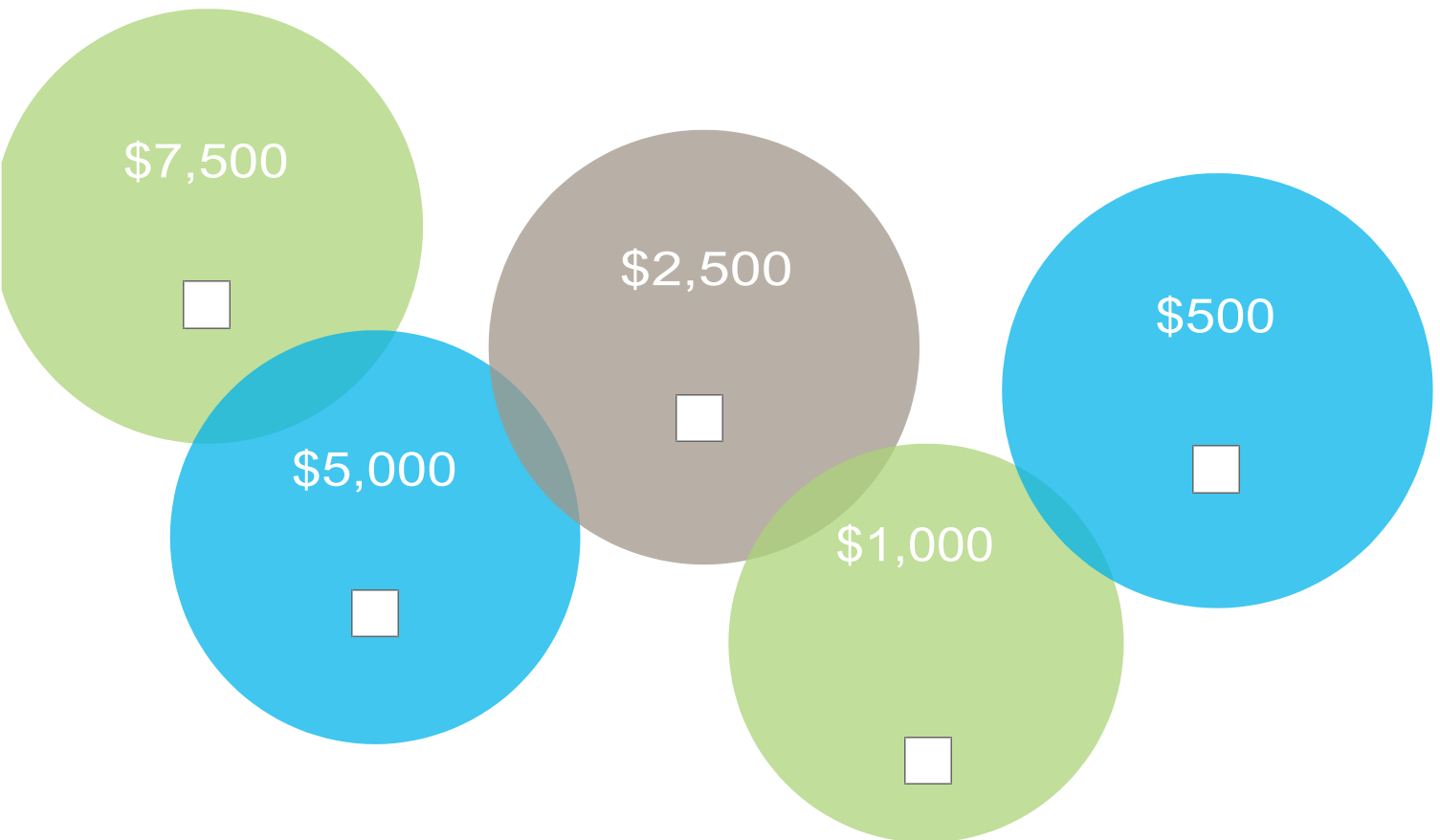
Contact Name: _____

Company Name: _____

Phone : _____

E-Mail: _____

commitment level:



For more information, contact: Tasha Cooper, Executive Director
tcooper@handsonriverregion.org or 334-834-7519

2022 sponsorship commitment form



HandsOn River Region

company name/donor

primary contact

address

city

state

zip code

phone

fax

email

alternate contact person

phone

email

☐ **YES, we will support HandsOn River Region as a _____ sponsor in the amount of \$_____.**

signature of primary contact

date

(My signature indicates authorization to make this commitment on behalf of my company)

☐ **YES, you may list my/our name in press releases, annual reports, and/or internal publications as a HandsOn River Region contributor. Please publish my/our name as:**

☐ **NO, I/we prefer the support remains anonymous. Please do not publish the name.**

payment options: (payment is due no later than 30 days prior to event)

- ☐ check enclosed (payable to HandsOn River Region)
- ☐ credit card

credit card number

expiration date

circle one:

visa

mastercard

american express

discover

name as it appears on card

signature

Please mail original form to:

HandsOn River Region

101 Coliseum Blvd. ▪ Montgomery, AL ▪ 36109

Phone (334) 834-7519 ▪ tcooper@handsonriverregion.org

Authorized HandsOn River Region Signature

Date