



# CHEERS to HOPE

sponsor packet

## JOIN US IN SUPPORTING FAMILIES FACING LOSS

### About Gemma's Hope

Gemma's Hope is a nonprofit dedicated to supporting families facing the unimaginable loss of a baby. Founded in memory of Gemma Hope Shaw, we exist to bring comfort, dignity, and tangible resources to grieving parents across the country.

From hospital bereavement book carts to keepsake items and resource guides for healthcare providers, our mission is to ensure no family walks this road alone. We work hand-in-hand with hospitals, loss families, and communities to provide meaningful support—and create spaces where love, grief, and memory are honored.

### About the Event

***Cheers to Hope is our signature annual fundraiser***—a month-long celebration of generosity and good drinks. Throughout the month, local businesses and individuals rally support through drink specials, promotions, and giving campaigns that benefit bereaved families across the country. It's a collective toast to love, healing, and the impact we can make together.

### Last Year at a Glance (2024 Recap)

- 6 participating restaurants, bars, and coffee shops across Charlotte
- Over 4,100 drinks sold
- Nearly \$3,000 raised for Gemma's Hope
- 6 hospitals across North Carolina received Book Carts and bereavement supplies

### Looking Ahead to 2025

We're aiming even higher this year with a goal of:

- 20+ venues
- 5,000+ drinks served

New in 2025 is our Kickoff Party: The Hope Hour—an exclusive evening where attendees will hand-assemble Bereavement Book Carts that will go directly to grieving families. It's a heartfelt night to connect, give, and celebrate our cause with good food and drinks.



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### Why Sponsor?

Sponsoring Gemma's Hope means more than just putting your name on an event—it means stepping into the story of real families and showing up during a moment they will never forget. Whether you're a small business, family foundation, or major brand, there's a place for you at the table.

As a sponsor, your brand will be featured in front of thousands of community members and patrons throughout the month—online, in print, and in person. From in-venue signage to social media shoutouts and participation in The Hope Hour, you'll be part of a campaign that connects meaningfully with a growing audience who truly cares.

### Your partnership:

- Elevates your brand through heartfelt community engagement
- Directly supports families in crisis, funding practical resources and emotional care when it matters most

	Recognition	Advertising	Kickoff Party
<b>Presenting</b>	✓	✓	✓
<b>Gold</b>	✓	✓	✓
<b>Silver</b>	✓	✓	✓
<b>Bronze</b>	✓	✓	✓
<b>Friends</b> of Gemma's Hope	✓	✗	✗

# SPONSORSHIP Packages

1

## Presenting Sponsor

**\$10,000**

*One Presenting Sponsor available*

### **“Cheers to Hope presented by [Your Name or Business]”**

- You’ll receive exclusive top billing and recognition as the leading partner making this event possible.

### **Your Benefits:**

- Top placement on the event webpage, flyers, and press releases
- Dedicated social media spotlight post highlighting your sponsorship

### **The Hope Hour Kickoff Party perks:**

- 4 complimentary VIP tickets
- Reserved space for sponsor promo table
- Option to give a brief welcome or mission-aligned message
- Choice of any 1 Extra Large hospital Book Cart Kit to build
- Featured recognition in our nonprofit newsletter and year-end impact report



# SPONSORSHIP Packages

continued

2

## Gold Sponsor

**\$5,000**

- Logo/name on event webpage, flyers, and press releases
- Prominent logo on website + event social media
- Kickoff Party: 2 complimentary VIP tickets, promo table space, & choice of any 1 hospital Book Cart Kit to build
- Recognition in nonprofit newsletter and annual report

3

## Silver Sponsor

**\$2,500**

- Logo/name on event webpage, flyers, social media, and press releases
- Kickoff Party: 1 complimentary VIP tickets, promo table space, & choice of any 1 hospital Book Cart Kit to build
- Recognition in nonprofit newsletter and annual report

4

## Bronze Sponsor

**\$1,000**

- Logo/name on event webpage, flyers, social media, and press releases
- Kickoff Party: 1 complimentary VIP tickets, promo table space, & choice of any 1 hospital Book Cart Kit to build
- Recognition in nonprofit newsletter and annual report



# SPONSORSHIP Packages

continued

5

## Friends of Gemma's Hope \$200

- Name listed on event webpage
- Optional: donation in honor or memory of a child
- Recognition in nonprofit newsletter and annual report
- Kickoff Party: Early RSVP invitation (tickets not included); recognition during event.

6

## In-Kind Sponsor varies

In-kind sponsors will receive benefits equivalent to their contribution level, including:

- Listing on the event webpage, press releases, custom signage & shoutouts at the event, complimentary event tickets, & social media recognition where applicable.
- Kickoff Party: Early RSVP invitation (tickets not included); recognition during event.

### **In-Kind sponsorships available:**

- Venue space or event rentals
- Food and beverage
- Event décor, floral arrangements, or signage
- Printing, graphic design, or marketing support
- Photography or videography services
- Gift cards, certificates, products, or services that showcase your business

# SPONSORSHIP Packages

## Next Steps

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We can't wait to support these hospitals and grieving families with your impact!

### To finalize your sponsorship, please:

1. Fill out the one-page Sponsorship Agreement & submit a 20% deposit
2. Submit your Sponsor Commitment Form & upload your company logo/contact/business info using our quick online form:

[https://forms.monday.com/forms/ff18f2b8cacfc8e32a641eb3961266f0?  
r=use1](https://forms.monday.com/forms/ff18f2b8cacfc8e32a641eb3961266f0?r=use1)

### Important Dates & Deadlines

- Sponsor Agreement and deposits due **Aug 30th**
- Sponsor Commitment Form & remaining balance due **Sept 30th**

### Payment Options

- Checks:
  - Payable to "Gemma's Hope"
  - Mail to: 6302 Gold Dust Ct Charlotte, NC 28269
- Online Payment for Card/ACH:
  - <https://www.zeffy.com/fundraising/sponsor-cheers-to-hope-a-gemmas-hope-fundraiser>

### Questions Reach out to:

Ally Shaw, Executive Director & Sponsorship Coordinator  
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