



vincentian

CENTENNIAL

Gala

Friday, September 20, 2024

SPONSORSHIP OPPORTUNITIES

Your Sponsorship Helps Fortify Vincentian

A Heritage to Honor | A Legacy to Lead

HERITAGE

UNCOMPENSATED, BENEVOLENT CARE FOR OLDER ADULTS

Vincentian needs the support of our community more than ever before, having delivered over **\$11 million** in uncompensated benevolent care to Pittsburgh-area older adults regardless of their ability to pay, **in each of the last three years.**

Nearly 50% of Vincentian's long-term skilled nursing residents qualify for medical assistance. These vulnerable seniors need quality care; however, the government reimbursement falls short of the cost for Vincentian to deliver care today. This deficit of \$20 per minute for each Medicaid-eligible resident adds up quickly, compounding across multiple older adults and days of care needed, sometimes until the end of life. Vincentian is unable to cover this multimillion-dollar gap of uncompensated benevolent care alone without the generosity of the community.

Vincentian was founded in 1924 as the "Home for the Incurables," a nonprofit dedicated to caring for vulnerable Pittsburgh-area community members. The mission to provide care to those in need, regardless of ability to pay, remains unchanged.

LEGACY

BUILDING AN INTERGENERATIONAL COMMUNITY OF TOMORROW

Vincentian Schenley Gardens, a personal care home located at the gateway to the Oakland neighborhood is poised to be the new frontier of senior care, childcare, and everything in between.

Acquired by Vincentian in 2019, Vincentian Schenley Gardens emerged post-pandemic with a comprehensive master plan that redesigned the entire campus as a vibrant intergenerational community that prioritizes organic human connection across and between generations, holistic wellness, strengths-based programming, and sustainability. The redesign includes bringing childcare for 100 infants to pre-kindergarten students within the campus, an entire floor of new all-ages community spaces, the expansion of offerings to college students, and an overall incorporation of intergenerational principles designed to invite interaction both spontaneously and via intentional programming.

This community would be the first of its kind in the nation. And we are ready to build it right here for our neighbors. But we need significant financial support to translate our vision to reality.

Please note: Sponsorship of a Vincentian event in no way impacts any existing or potential future Vincentian business relationship.





**Sponsor the celebration of the century,
an evening igniting Vincenian's
transformational nonprofit legacy**

Friday, September 20, 2024

Senator John Heinz History Center

The Vincenian Centennial Gala will be an unforgettable evening commemorating a century of compassionate care and ushering in Vincenian's future. This formal fundraising event will celebrate the intersection of heritage and legacy, honoring Vincenian's heritage of compassion and showcasing the vision for our transformational intergenerational legacy to serve Western Pennsylvanians for the next 100 years.

Event Highlights Include:

- Bespoke performance by national hit comedy show Late Nite Catechism
- Silent auction, interactive activities, dancing, and photo opportunities
- Guests choose either VIP Centennial Speakeasy Happy Hour or Standard Happy Hour event tickets; both run concurrently
- Exclusive access throughout The Senator John Heinz History Center, with special access to some exhibits
- Guests will include over 300 philanthropic supporters of Vincenian's mission

Contact us at development@vcs.org
to secure your organization's sponsorship today.

OVERVIEW

Sponsorship Level	Exclusivity	Key Benefits <i>full details on following pages</i>
Presenting \$50,000	One Opportunity	<p>Inclusion of your logo as part of the Vincentian Centennial Gala logo for all event materials, both during the event and in all promotional materials ahead of the event</p> <p>Most prominent table at the event, with seating for 10, and VIP Centennial Speakeasy Happy Hour tickets</p>
Cinema \$35,000	One Opportunity	<p>Acknowledgement of your organization's name as part of the Vincentian Centennial Gala program and logo within the event materials for 2025</p> <p>Prominent table at the event, with seating for 10, and VIP Centennial Speakeasy Happy Hour tickets</p>
Diamond \$25,000	Three Unique Opportunities	<p>Choice of one of three distinct opportunities: VIP Centennial Speakeasy Happy Hour, General Admission Happy Hour, or Red Carpet Experience sponsorship option</p> <p>Prominent table at the event, with seating for eight and VIP Centennial Speakeasy Happy Hour tickets.</p>
Platinum \$15,000	Two Unique Opportunities	<p>Choice of one of two distinctly themed opportunities: heritage or legacy. Heritage sponsorship honors Vincentian's history at both happy hour locations and legacy is represented at the ballroom</p> <p>Prominent table at the event, with seating for eight and VIP Centennial Speakeasy Happy Hour tickets.</p>
Gold \$10,000	Limited Opportunities	<p>Inclusion of your logo on recognition signage throughout silent auction listings and silent auction guest experience at the gala event</p> <p>Superior table at the event, with seating for eight and VIP Centennial Speakeasy Happy Hour tickets (first-come, first-serve; VIP may sell out)</p>
Silver \$5,000	Limited Opportunities	<p>Named table at the event, with seating for eight and General Admission Happy Hour access</p>
Bronze \$2,500	Unlimited	<p>Inclusion of your organization's logo as a supporter within the event program and referenced in event communications</p> <p>Support option without event attendance included</p>





PRESENTING SPONSOR

\$50,000

The presenting sponsorship is an exclusive opportunity for **ONE Vincentian supporter** to have their organization represented as part of the event logo and throughout all event branding and recognition.

Key Benefits Include:

- Inclusion of your logo with the Vincentian Centennial Gala logo for all materials distributed and posted after your commitment (website, emails, invitations, all materials at the event that include the event logo, etc.)
- Most prominent table at the event, with seating for 10 and VIP Centennial Speakeasy Happy Hour tickets
- Acknowledgement at event from the podium

Branding Benefits:

<p>Day-Of Event Branding</p>	<p>Inclusion of your logo as part of the Vincentian Centennial Gala logo for all materials at the event that include the event logo, including but not limited to:</p> <ul style="list-style-type: none"> • Present on the step and repeat photo backdrop for all attendees • Holding graphic at the ballroom stage • Program cover <ul style="list-style-type: none"> • Full-page sponsorship recognition within event program • Reserved table signage unique to presenting sponsor
<p>Event Run-Up Branding</p>	<p>Inclusion of your logo as part of the Vincentian Centennial Gala logo for all materials leading up to the event, including but not limited to:</p> <ul style="list-style-type: none"> • Event invitation (printed and mailed to 3,000+ and digital) • Event website registration prominent placement • Vincentian centennial website • Eblasts to all invitees and attendees <p><i>*Note that this applies to materials available depending on commitment date</i></p>
<p><i>All sponsors recognized on social media with our appreciation</i></p>	



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SPONSORSHIP OPPORTUNITIES

CINEMA SPONSOR

\$35,000

The cinema sponsorship is an exclusive opportunity for **ONE Vincentian supporter** to have their organization acknowledged within the Vincentian Centennial Documentary, a professionally-produced film showcasing Vincentian’s heritage and visionary future.

Key Benefits Include:

- Acknowledgement within the Vincentian Centennial Documentary as both a voiceover and logo at the event and online digital version through 2025
- Inclusion of your logo on the documentary holding graphic prior to premiere viewing at the gala event.
- Prominent table at the event, with seating for 10 and VIP Centennial Speakeasy Happy Hour tickets.
- Acknowledgement at event from the podium

Branding Benefits:

Day-Of Event Branding	Acknowledgement of your organization’s support as part of the Vincentian Centennial Documentary <ul style="list-style-type: none"> • Acknowledgment is both as a voiceover and logo within the documentary itself premiering at the event • Full-page sponsorship recognition within event program • Reserved table signage unique to cinema sponsor
Event Run-Up Branding	Inclusion of your logo as part of the Vincentian Centennial Gala materials leading up to the event, including but not limited to: <ul style="list-style-type: none"> • Event website registration • Vincentian centennial website • Eblasts to all invitees and attendees
<p><i>All sponsors recognized on social media with our appreciation</i></p>	



DIAMOND SPONSORS

\$25,000

THREE unique diamond sponsorship opportunities are available for Vincentian supporters to have their organization featured distinctly within the Vincentian Centennial Gala.

Key Benefits Include:

- Choice of either **VIP Centennial Speakeasy Happy Hour, General Admission Happy Hour, or Centennial Red Carpet Experience** (options are first-come, first serve)
- Prominent table at the event, with seating for eight and eight VIP Centennial Speakeasy Happy Hour tickets
- Acknowledgement at event from the podium

Diamond Sponsorship Options:

VIP Centennial Speakeasy Happy Hour Sponsorship

Named specialty cocktail and signage recognition at the VIP Centennial Speakeasy Happy Hour (approx. 100 guests)

OR

General Admission Happy Hour Sponsorship

Named specialty cocktail and signage recognition at the General Admission Happy Hour (approx. 200 guests)

OR

Centennial Red-Carpet Experience Sponsorship

Logo on step and repeat photo opportunity and option to include logo on printed photo frames given to guests with their photos

Branding Benefits for All Diamond Sponsors:

Day-Of Event Branding	<ul style="list-style-type: none"> • Full-page sponsorship recognition within event program • Reserved table signage unique to diamond sponsor
Event Run-Up Branding	<p>Inclusion of your logo as part of the Vincentian Centennial Gala materials leading up to the event, including but not limited to:</p> <ul style="list-style-type: none"> • Event website registration • Vincentian centennial website • Eblasts to all invitees and attendees
<p><i>All sponsors recognized on social media with our appreciation</i></p>	



PLATINUM SPONSORS

\$15,000

TWO unique platinum sponsorship opportunities are available for Vincentian supporters to have their organization featured within the central themes of the Vincentian Centennial Gala, heritage and legacy.

Key Benefits Include:

- Choice of either **Heritage Sponsorship** or **Legacy Sponsorship** (options are first-come, first serve)
- Prominent table at the event, with seating for eight and eight VIP Centennial Speakeasy Happy Hour tickets
- Acknowledgement at event from the podium

Platinum Sponsorship Options:

Heritage Sponsorship

Recognition at the Vincentian heritage displays with the story of Vincentian’s 100-year history at both the VIP Centennial Speakeasy Happy Hour and General Admission Happy Hour

OR

Legacy Sponsorship

Recognition at the Vincentian legacy displays within or adjacent to the ballroom, showcasing Vincentian’s intergenerational vision for the future, a central feature of the guest experience for an expected 300+ Vincentian supporters

Branding Benefits for All Platinum Sponsors:

Day-Of Event Branding	<ul style="list-style-type: none"> • Full-page sponsorship recognition within event program • Reserved table signage unique to diamond sponsor
Event Run-Up Branding	<p>Inclusion of your logo as part of the Vincentian Centennial Gala materials leading up to the event, including but not limited to:</p> <ul style="list-style-type: none"> • Event website registration • Vincentian centennial website • Eblasts to all invitees and attendees

All sponsors recognized on social media with our appreciation



GOLD SPONSORS

\$10,000

Gold sponsorships are an opportunity for organizations to be recognized throughout the guest experience during the silent auction and social media hashtag campaign during the event.

A limited number of gold sponsorship opportunities are available.

Key Benefits Include:

- Inclusion of your logo on recognition in various signage at the event, including throughout the silent auction experience and the social media hashtag campaign
- Superior table at the event, with seating for 8 and VIP Centennial Speakeasy Happy Hour tickets (first-come, first-serve; VIP may sell out)
- Verbal recognition from the stage when silent auction winners are announced at the end of the event

Branding Benefits:

Day-Of Event Branding	<ul style="list-style-type: none"> • Half-page sponsorship recognition within event program • Reserved table signage with organization name • Company logo included on digital social media hashtag campaign during the event
Event Run-Up Branding	<p>Recognition within Vincentian Centennial Gala materials leading up to the event, including but not limited to:</p> <ul style="list-style-type: none"> • Named on event website registration • Logo on eblasts to all invitees and attendees
<p><i>All sponsors recognized on social media with our appreciation</i></p>	



SILVER SPONSORS

\$5,000

Silver sponsorships are an opportunity for organizations to be recognized with a reserved, named table at the event and included as a sponsor within event materials.

A limited number of silver sponsorship opportunities are available.

Key Benefits Include:

- Named table at the event.
- Seating for eight and eight General Admission Happy Hour tickets

Branding Benefits:

Day-Of Event Branding	<ul style="list-style-type: none"> • Quarter-page sponsorship in event program • Reserved table signage with organization name
Event Run-Up Branding	<p>Recognition within Vincentian Centennial Gala materials leading up to the event, including but not limited to:</p> <ul style="list-style-type: none"> • Named as a sponsor on eblasts to all invitees and attendees
<i>All sponsors recognized on social media with our appreciation</i>	



BRONZE SPONSORS

\$2,500

Bronze sponsorships are an opportunity for organizations to be recognized as an event sponsor without attending the event itself.

Key Benefits Include:

- Inclusion of your organization’s logo as a supporter within the event program and referenced in event communications

Branding Benefits:

Day-Of Event Branding	Inclusion of your organization’s logo within event program as an event sponsor
Event Communications Branding	<ul style="list-style-type: none"> • Recognition within at least two Vincentian Centennial Gala communications leading up to the event • Recognition within Vincentian Centennial Gala materials after the event, including but not limited to: <ul style="list-style-type: none"> • Named as a sponsor on eblasts to invitees and attendees
<i>All sponsors recognized on social media with our appreciation</i>	



How to Secure Your Once-in-a-Century Opportunity to Support Vincentian

Steps to secure your sponsorship today:

1. Contact Vincentian Development and Mission Advancement to indicate your interest and commit to a sponsorship level by emailing development@vcs.org or call 412.529.1237.
Sponsorship opportunities are limited; secure yours early!
2. Once we have acknowledged receipt of your commitment and confirmed your desired sponsorship level is available, complete your sponsorship payment by check (a website is available upon request, however a check is preferred to avoid credit card processing fees).
 - Checks should be made payable to Vincentian and mailed to the following address (please email us when you mail your check, so we know to expect it):
Vincentian
Attn: Development & Mission Advancement
8250 Babcock Blvd
Pittsburgh, PA 15237
3. Upon receipt of your commitment, we will contact you for additional items needed for your specific sponsorship (logo, attendee information and entrée selection, etc.) with deadlines.

Additional ways you can support Vincentian:

- Share these centennial sponsorship opportunities within your own personal and professional networks. We love to make new friends!
- Donate exceptional items for our silent auction. We welcome your ideas to collaborate!
- Connect with us on social media and like, share, and comment on our posts.
- Donate directly to Vincentian, knowing that every dollar truly impacts lives in our community.
- If your sponsorship includes a table or tickets, and you do not wish to use them all, please let us know, and we will reallocate them accordingly with our gratitude.

Please note that sponsorship of a Vincentian event or supporting Vincentian in no way impacts any existing or potential future Vincentian business relationship.

