



Rebuilding Hope

THE RTMC PLAYHOUSE PROJECT

SPONSOR INFORMATION KIT





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The Skinny

A new and exciting event, Rebuilding Hope – The RTMC Playhouse Project, is a fun and extraordinary fundraiser, designed to help Rebuilding Together Montgomery County continue its much needed work in Montgomery County. In keeping with the home theme, Rebuilding Hope is centered around displaying and auctioning up to 9 custom-built, elaborate playhouses that have been designed, built, and donated by local builders and architects.

All Playhouses will be on display for one month in May 2012 at Wisconsin Place in Friendship Heights, a high-end outdoor shopping center. The display month will culminate in a live auction at a cocktail reception on Thursday, May 31st.

Media Exposure and Marketing

Due to the unique nature of this event, we anticipate much excitement and media attention, especially during the 30-day Playhouse display period at Wisconsin Place. The Planning Committee is working on securing internet and print promotion as well as radio and tv coverage leading up to the event, reaching an audience of more than 350,000 people in the D.C. Metro area.

Bethesda Magazine, the premiere lifestyle magazine in Montgomery County (circulation 30,000) is one of Rebuilding Hope's print media sponsors. Bethesda Magazine will market the event in it's March/April and May/June publications.

In addition, our marketing efforts also include distribution of hundreds of flyers and posters in malls, stores, restaurants and other places of business in and around Bethesda, Chevy Chase, Northwest D.C. and Montgomery County, reaching close to 300,000 patrons during the four weeks before the live event on May 31, 2012.

The online aspect of our marketing campaign includes a website and email communications to thousands of people and a Facebook page. This campaign promises to be highly effective.



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CORPORATE “SPONSOR OF HOPE” - \$1,800

Sponsor Benefits:

- Name and logo on main event banner, displayed on main stage
- Name and logo on official event invitation and registration form
- Name, logo, hyperlink, and 200 word brief marketing message on event website
- Recognition, thank you, and link on event Facebook page
- Name or logo on t-shirt (200 printed)
- Name and logo on marketing flyer (1,000 distributed pre-event)
- Name and logo on marketing poster (200 distributed and posted pre-event)
- Name, logo, hyperlink in all email communications (at least 2 emails x 2,500)
- Sponsor name mention twice during event by Emcee
- Name and logo on event signs, placed throughout event site (10 minimum)
- Name and logo in official event program (500 printed)
- Two complimentary event t-shirts
- Four complimentary event invitations



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SPONSORSHIP OPPORTUNITIES

Organization or Company Name (as it should appear in marketing materials):

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact Person _____ Direct Phone Number _____

Email _____

High resolution (300 dpi OR vector art) company logos and brief marketing message should be sent by email to avi@janefairweather.com

Reservations must be accompanied by payment. Please choose one of the payment options below:

☐ **Pay by Credit Card** ☐ Visa ☐ MasterCard ☐ American Express

Name on Card _____

Card Number _____ CVV _____ Exp. Date _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

☐ **Enclosed is a check for \$1,800.00 payable to Rebuilding Together Montgomery County.**

Make checks payable to Rebuilding Together Montgomery County and mail to:

Rebuilding Together Montgomery County

Attn: Lee Shaw

3925 Plyers Mill Rd. Suite 202

Kensington, MD 20895

Complete reservations may be faxed to 240-223-0044 or emailed to avi@janefairweather.com.

For further information, please call Avi Galanti at 240-223-4008.

**THANK YOU FOR SUPPORTING REBUILDING HOPE,
THE RTMC PLAYHOUSE PROJECT!**

