



Service CU
IMPACT
FOUNDATION

2nd Annual Spring Gala

presented by



CUNA MUTUAL GROUP

*Sponsorship Deck | May 12, 2023
Jimmy's Jazz & Blues Club
Portsmouth, NH*





The Service CU Impact Foundation promotes community development by funding initiatives that deliver solutions and solve problems facing Service Credit Union's membership and the communities in which we serve, particularly in three philanthropic focus areas: education, human services, and emergency care for veterans and military.

100% of proceeds raised by the Service CU Impact Foundation makes an impact; every dollar raised is a dollar donated.

Since its inception in 2020, the foundation has raised more than \$1.1 million through its annual golf tournament, annual gala, employee donations, and a raffle that launched at the end of September 2022. Because of you, we are making a difference across New Hampshire and beyond thanks to our partnership with the Robert Irvine Foundation. We are grateful for your support and look forward to continuing to make an impact with you!



The Evening

Exclusive VIP Lounge, 5:00 p.m. – 6:00 p.m.

Spring Gala, 6:00 p.m. - 8:30 p.m.

World-class chef, entrepreneur, tireless philanthropist and host of Food Network's hit show *Restaurant: Impossible*, Chef Robert Irvine is best known for saving struggling restaurants across America. On this special evening, he and his culinary team, in collaboration with the culinary team at Jimmy's, will be preparing dinner for you!

Chef Shane Cash worked for many years at successful, well-renowned restaurants in NYC, NJ, and Philadelphia, while working closely with Chef Robert Irvine. In 2013, Shane officially joined Robert as Corporate Chef: Vice President of Concept Development.

Singer John Vincent will fill the room with song as he covers a remarkable 26 classic voices like Frank Sinatra, Louis B. Armstrong, Johnny Cash, and more. You are in for a dining experience and performance like no other!






The event features an exclusive VIP Lounge at Jimmy's Jazz & Blues Club for top sponsors and VIP ticket purchasers, including a meet & greet with Chef Robert Irvine.

Expected Guest Count: 150



The Impact

In 2022, our Inaugural Spring Gala raised \$105,000 to support the incredible work of the NH Community Action Partnership agencies. Every dollar raised directly benefited Granite State residents in need of housing, including:

-  Apartment furniture for families in need
-  Retrofit and stock a bus as a mobile food pantry
-  Support services for homeless individuals fleeing domestic violence
-  Repairs to transitional family shelters, including new fencing, a door, and bed linens
-  Replacement of a homeless shelter roof

[Click here to watch this video from our Inaugural Spring Gala.](#)

This year, every dollar raised from the 2nd Annual Spring Gala will support shelters across New Hampshire by providing much-needed renovations, enhancements and upgrades to better serve the state's growing homeless population.

Together, we will make a significant impact on New Hampshire's devastating housing crisis and work toward more sustainable solutions in the future.



Jimmy's Jazz & Blues Club

At Jimmy's Jazz & Blues Club, guests can experience inspirational jazz and blues paired with fine cuisine, libations, and a lively scene, all in a century-old, spectacularly restored, state-of-the-art venue. Located in the heart of downtown Portsmouth, NH, Jimmy's, which opened its doors in 2021, has quickly become the place to enjoy the sounds of Grammy award winning artists or host a corporate event, birthday celebration, or wedding.



Top-Tier Sponsorship Opportunities

BENEFITS	PRESENTING \$35,000	GOLD \$25,000	RED CARPET \$20,000	ENTERTAINMENT \$15,000	DINNER \$15,000
Co-branded Event Name	X				
Speaking Opportunity	X				
Co-branded Step & Repeat	X				
Message in Post-Event Thank You	X				
Featured Video Segment	X	X			
Exclusive Robert Irvine Meet & Greet	X	X	X		
Dedicated Social Media Post (20K+)	X	X	X		
Feature in Service CU Newsletter (196K+)	X	X	X		
Live Thank You from Stage	X	X	X	X	X
Unique Logo Placement	Stage - Large	Stage - Large	Entrance, Registration, Gift	Stage	Menu, Signage
Reserved Table(s)	2	2	1	1	1
Pre-Event VIP Lounge Admission	X	X	X	X	X
Tickets Included	16	16	8	8	8
Event Program Ad	Full-page	Full-page	Full-page	Half-page	Half-page
Press Release Recognition	X	X	X	X	X
Social Media Recognition	X	X	X	X	X
Logo on Event Signage	X	X	X	X	X
Logo in Event Communications	X	X	X	X	X
Logo or Name on Website	Logo	Logo	Logo	Logo	Logo

Presenting Sponsor

\$35,000 | SOLD OUT

- Exclusive “presented by” event naming rights
- Speaking opportunity on stage
- Co-branded step and repeat banner
- Sponsor-provided message included in post-event thank you to all attendees
- Sponsor-provided video segment or ad to play on stage
- Special meet & greet and photo opportunity with Celebrity Chef Robert Irvine
- Dedicated social media post to 20,000+ followers
- Featured in Service Credit Union’s newsletter with a reach of 196,500+ members
- Live thank you from the stage
- **16 tickets (2 reserved tables) with company logo** located closest to stage
- **VIP Admission** to exclusive pre-event VIP Lounge
- Full page ad in event program*
- Recognition in pre- and post-event press releases
- Logo on large-scale signage in premier location
- Logo on event signage, event communications, social media and website



Gold Sponsor

\$25,000

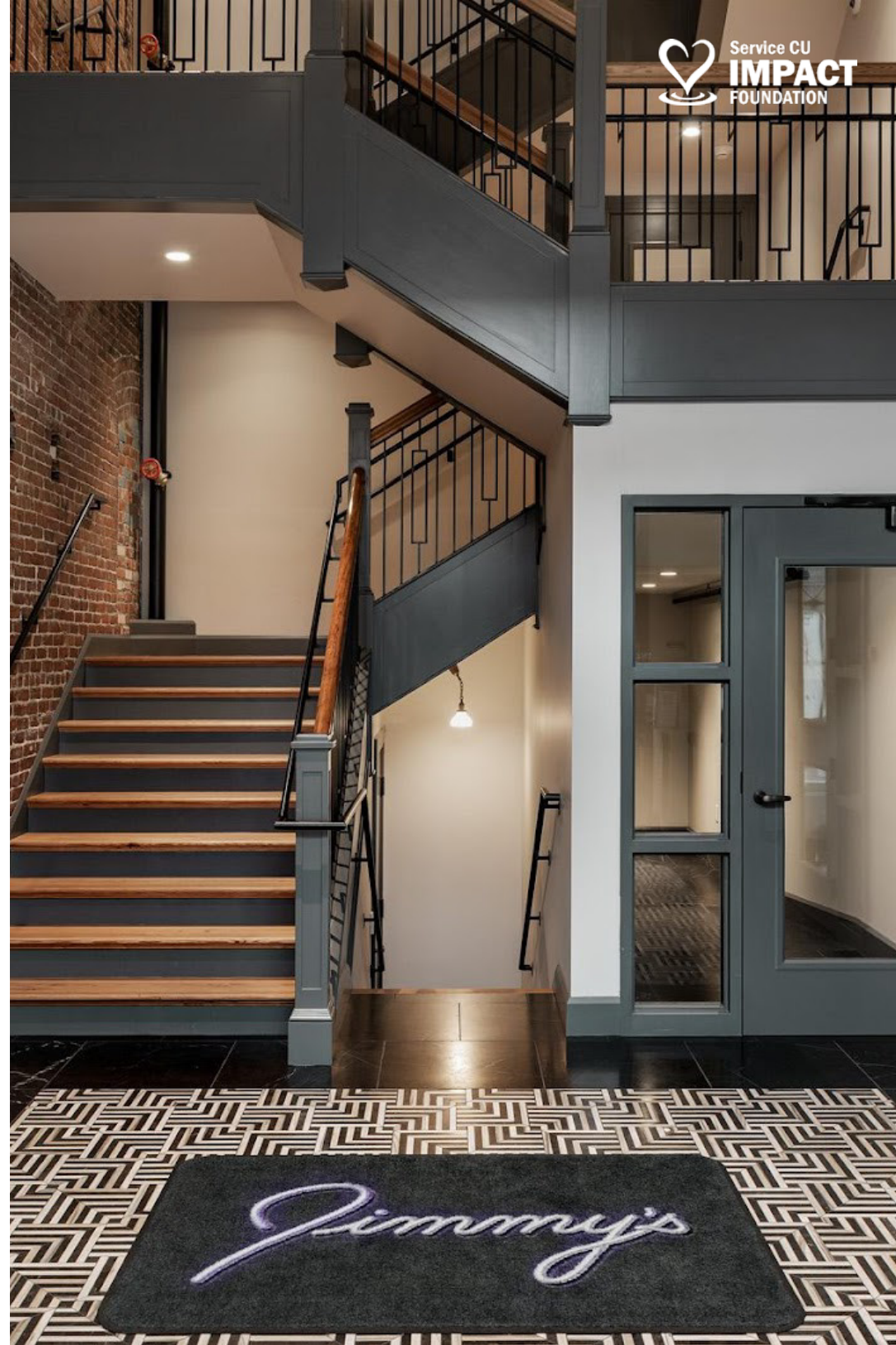
- Sponsor-provided video segment or ad to play on stage
- Special meet & greet and photo opportunity with Celebrity Chef Robert Irvine
- Dedicated social media post to 20,000+ followers
- Featured in Service Credit Union's newsletter with a reach of 196,500+ members
- Live thank you from the stage
- **16 tickets (2 reserved tables) with company logo** in a premier location
- **VIP Admission** to exclusive pre-event VIP Lounge
- Full page ad in event program*
- Recognition in pre- and post-event press releases
- Logo on large-scale signage in premier location
- Logo on event signage, communications, social media and website



Red Carpet Sponsor

\$20,000 | Exclusive

- Logo featured on signage at entrance and registration
- Logo on welcome gift for all attendees
- Special meet & greet and photo opportunity with Celebrity Chef Robert Irvine
- Dedicated social media post to 20,000+ followers
- Featured in Service Credit Union's newsletter with a reach of 196,500+ members
- Live thank you from the stage
- **8 tickets (1 reserved table) with company logo** in a premier location
- **VIP Admission** to exclusive pre-event VIP Lounge
- Full page ad in event program*
- Recognition in pre- and post-event press releases
- Logo on large-scale signage in premier location
- Logo on event signage, communications, social media and website



Entertainment Sponsor

\$15,000 | Exclusive

- Live thank you from the stage
- Logo featured on stage signage as the official sponsor of the evening's entertainment
- **8 tickets (1 reserved table) with company logo**
- **VIP Admission** to exclusive pre-event VIP Lounge
- Half page ad in event program*
- Recognition in pre- and post-event press releases and social media
- Logo on event signage, event communications and website

Dinner Sponsor

\$15,000 | Exclusive

- Live thank you from the stage
- Logo featured on signage and exclusive menu prepared in collaboration by the culinary teams of Chef Robert Irvine and Jimmy's Jazz & Blues Club
- **8 tickets (1 reserved table) with company logo**
- **VIP Admission** to exclusive pre-event VIP Lounge
- Half page ad in event program*
- Recognition in pre- and post-event press releases and social media
- Logo on event signage, event communications, and website



Additional Sponsorship Opportunities

BENEFITS	COCKTAIL \$10,000	VIP LOUNGE \$10,000	TABLE \$7,500	AUCTION \$5,000	DESSERT \$5,000	GIVEAWAY \$5,000	IMPACT \$2,500
Co-branded Event Name							
Speaking Opportunity							
Co-branded Step & Repeat							
Message in Post-Event Thank You							
Featured Video Segment							
Exclusive Robert Irvine Meet & Greet							
Dedicated Social Media Post (20K+)							
Feature in Service CU Newsletter (196K+)							
Live Thank You from Stage							
Unique Logo Placement	Signage, Napkins, Stirrers	Signage, Pillows, Coasters	Choice of opportunity*	Auction Paddles	Dessert	Giveaways	
Reserved Table(s)			1				
Pre-Event VIP Lounge Admission	X	X					
Tickets Included	6	6	8	2	2	2	
Event Program Ad	Half-page	Half-page	Quarter-page				
Press Release Recognition	X	X					
Social Media Recognition (20K+)	X	X	X	X	X	X	X
Logo on Event Signage	X	X	X	X	X	X	
Logo in Event Communications	X	X	X	X	X	X	
Logo or Name on Website	Logo	Logo	Logo	Logo	Logo	Logo	Name

*See Sponsorship Activations list for options

Cocktail Sponsor

\$10,000 | Exclusive

- Logo on bar signage, cocktail napkins, and drink stirrers
- **6 tickets plus VIP Admission** to exclusive pre-event VIP Lounge
- Half page ad in event program*
- Recognition in pre- and post-event press releases and social media
- Logo on event signage, event communications, and website

VIP Lounge Sponsor

\$10,000 | 2 Opportunities

- Logo on exclusive VIP Lounge signage, pillows, and coasters
- **6 tickets plus VIP Admission** to exclusive pre-event VIP Lounge
- Half page ad in event program*
- Recognition in pre- and post-event press releases and social media
- Logo on event signage, event communications, and website



Table Sponsor

\$7,500

- Choice of one opportunity from the Sponsorship Activations list
- **8 tickets (1 reserved table)** with company logo
- Quarter-page ad in event program*
- Social media recognition
- Logo on event signage, event communications, and website

Auction Sponsor

\$5,000 | 2 Opportunities

- Logo featured on auction paddle numbers
- **2 general admission tickets**
- Social media recognition
- Logo on event signage, event communications, and website

Dessert Sponsor

\$5,000 | Exclusive

- Logo featured on dessert prepared in collaboration by the culinary teams of Chef Robert Irvine and Jimmy's Jazz & Blues Club
- **2 general admission tickets**
- Social media recognition
- Logo on event signage, event communications, and website





Giveaway Sponsor

\$5,000 | 2 Opportunities

- Logo featured on guest giveaways
- **2 general admission tickets**
- Social media recognition
- Logo on event signage, event communications, and website

Impact Sponsor

\$2,500 | Unlimited

- Social media recognition
- Name listed on website

*Ads due by 4/12/23

Sponsorship Activations

OPPORTUNITY	DETAILS
Centerpiece/Floral	Logo featured in centerpieces on tables
Cocktail Recipe	Logo featured on specialty cocktail recipe card from Robert Irvine and Irvine's Spirits handed out to all guests
Downstairs Lounge	Logo featured on coasters and pillows in downstairs lounge, open to all attendees
Photo	Logo featured at photo station and in post-event online gallery
Video	Logo featured on the event video as the official video sponsor

Let's Make an Impact Together

For all sponsorship inquiries, please contact:

Sarah Kuhl

Foundation Specialist

(603) 422-7829

skuhl@servicecu.org

Ready to make an impact now? **Click here** to complete the sponsorship pledge form.

To learn more about the Service CU Impact Foundation, visit servicecuimpactfoundation.org.

Thank you for your support!

