

COLOR THE NIGHT

Thursday, September 26, 2019 | Charlotte, NC

The Samantha and Kyle Busch
bundle
of joy
FUND

SPONSORSHIP OPPORTUNITIES

THE EVENT

Color the Night will be held in Charlotte, North Carolina, on Thursday, September 26, 2019.

The 7th annual fundraiser for The Samantha and Kyle Busch Bundle of Joy Fund will transport guests through an energetic and engaging evening of fun and philanthropy.

The exclusive event will feature:

- *Exclusive VIP sponsor reception with Kyle & Samantha Busch at Sophia's Lounge*
- *Interactive displays & engagement in the Ivey's Atrium*
- *Silent & live auction featuring distinctive items*
- *After party with live entertainment & dancing at 5Church with VIP sponsor lounge area*
- *Creative & unique food displays by Top Chef Alum Chef Jamie*
- *Complimentary drinks*



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THE CAUSE

Since launching in 2015, The Samantha and Kyle Busch Bundle of Joy Fund has distributed nearly \$600,000 to 44 couples with 21 babies born and two more on their way in 2019.

The funds raised at Color the Night support families in the Charlotte area who require in vitro fertilization (IVF) but are unable to cover the high cost of treatment, which averages \$22,000+ per round. The unfortunate reality is that most of the applicants have secure jobs and health insurance but no coverage for IVF. We've met couples who have tried to conceive for over seven years; who have sold their home and moved in with family to save money; who have endured multiple miscarriages; who work multiple jobs and drained their savings accounts; veterans, teachers, law enforcement and firefighters who serve us each day but whose salaries don't allow them to pay for IVF. And through all of the tears, emotions, pain and financial struggles, they have never given up on their dreams to have a child.

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Past Event Memories



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SPONSORSHIP

The Samantha and Kyle Busch Bundle of Joy Fund would like to partner with you to host an unforgettable night of celebration and giving.


As a sponsor of Color the Night, you will impact the lives of couples here in Charlotte to fulfill their dreams of having a family of their own.

Enjoy an energetic and vibrant night while supporting the programs and advocacy of the Bundle of Joy Fund.



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“PRESENTED BY” EVENT SPONSOR

\$25,000

Donation provides 1 complete IVF cycle including treatment, medication, & genetic testing for 1 couple

- Inclusion in event title (Color the Night presented by your company) with category exclusivity
- Mention in all event announcements and communications including invitation and event website
- Primary logo placement on all event signage and materials
- Admission for 20 to Color the Night
- Exclusive early entry for 20 to sponsors' VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 20 guests to the VIP lounge at the 50th floor after party
- VIP sponsor gifts for 20 guests
- 60 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
- Opportunity to provide custom brand/product display or experience (custom tailored solutions)
- Sponsor mention on Kyle Busch and Samantha Busch social media platforms
- Sponsor highlight on Color the Night event website, Bundle of Joy Fund website, social media platforms
- Recognition by Kyle and Samantha Busch during event presentation

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AFTER PARTY & ENTERTAINMENT SPONSOR

\$15,000

Donation provides 1 round of IVF treatment & medication for 1 couple

- Presenting sponsorship of 5Church after party & entertainment with category exclusivity
- Mention in all event announcements and communications including invitation and event website
- Prominent signage throughout 5Church event space
- Featured logo placement on all event signage and materials
- Admission for 12 to Color the Night
- Exclusive early entry for 12 to sponsors' VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 12 guests to the VIP lounge at 5Church after party
- VIP sponsor gifts for 12 guests
- 36 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
- Sponsor highlight on Color the Night event website, Bundle of Joy Fund website, social media platforms
- Recognition by Kyle and Samantha Busch during event presentation

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LIQUOR SPONSOR

\$10,000 + donated product

Donation provides 1 round of IVF treatment for 1 couple

- Exclusive liquor sponsor of Color the Night
- Specialty cocktail featuring sponsor product, commemorative cup with sponsor logo
- Opportunity to prominently display product at all bar locations through the event
- Prominent signage at all bar locations through the event
- Admission for 8 to Color the Night
- Exclusive early entry for 8 to sponsor's VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 8 guests to the VIP lounge at the post-sundowner party
- VIP sponsor gifts for 8 guests
- 24 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
- Sponsor highlight on Color the Night event website, Bundle of Joy Fund website, social media platforms
- Recognition by Kyle and Samantha Busch during event presentation

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LIGHT THE NIGHT SPONSOR

\$7,500 + donated prize

Donation provides 1 round of medication for 1 couple

- Exclusive sponsor of the Light the Night fundraiser
- Appropriate signage at/around display
- Admission for 6 to Color the Night
- Exclusive early entry for 6 to sponsors' VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 6 guests to the VIP lounge at the 5Church after party
- VIP sponsor gifts for 6 guests
- 18 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
- Sponsor highlight on Color the Night event website, Bundle of Joy Fund website, social media platforms
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TECHNOLOGY SPONSOR

\$7,500

Donation provides 1 egg retrieval procedure for 1 couple

- Exclusive technology sponsor of Color the Night
- Company logo prominently displayed on event website, fundraising technology at event & online
- Appropriate signage at/around fundraising technology stations at event
- Admission for 6 to Color the Night
- Exclusive early entry for 6 to sponsors' VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 6 guests to the VIP lounge at the 5Church after party
- VIP sponsor gifts for 6 guests
- 18 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
- Sponsor highlight on Color the Night event website, Bundle of Joy Fund website, social media platforms
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PHOTO BOOTH SPONSOR

\$5,000

Donation provides 1 round of medication for 1 couple

- Exclusive sponsor of the interactive photo booth
- Company logo printed on all photo booth keepsake prints
- Appropriate signage at/around photo booth display
- Admission for 4 to Color the Night
- Exclusive early entry for 4 to sponsors' VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 4 guests to the VIP lounge at the 5Church after party
- VIP sponsor gifts for 4 guests
- 12 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
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AUCTION SPONSOR

\$5,000

Donation provides 1 round of medication for 1 couple

- Exclusive sponsor of the auction and raffle
- Company logo on auction website
- Appropriate signage at/around auction displays
- Admission for 4 to Color the Night
- Exclusive early entry for 4 to sponsors' VIP cocktail hour including a photo with Kyle & Samantha Busch
- Access for 4 guests to the VIP lounge at the 5 Church Men's Party
- VIP sponsor gifts for 4 guests
- 12 complimentary raffle tickets, 3 per guest
- Complimentary food & beverage
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COLOR THE NIGHT PINK

\$7,500

Donation provides 1 egg retrieval procedure for 1 couple

- Admission for 8 to Color the Night including early entry into cocktail hour
- Access for guests to the VIP lounge at the 5Church after party
- Commemorative gifts for 8 guests
- Complimentary food & beverage
- 16 complimentary raffle tickets, 2 per guest
- Recognition as a supporter of the Bundle of Joy Fund on event website

COLOR THE NIGHT BLUE

\$5,000

Donation provides 1 round of medication for 1 couple

- Admission for 6 to Color the Night including early entry into cocktail hour
- Commemorative gifts for 6 guests
- Complimentary food & beverage
- 12 complimentary raffle tickets, 2 per guest
- Recognition as a supporter of the Bundle of Joy Fund on event website

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COLOR THE NIGHT GREEN

\$3,500

Donation provides 1 round of medication for 1 couple

- Admission for 4 to Color the Night including early entry into cocktail hour
- Commemorative gifts for 4 guests
- Complimentary food & beverage
- 8 complimentary raffle tickets, 2 per guest
- Recognition as a supporter of the Bundle of Joy Fund on event website

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Please join us in providing couples an opportunity to experience their own bundle of joy.



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Thank you for your consideration. For more information, please contact:

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