



BENEFITING THE BUNDLE OF JOY FUND

# VEGAS, BABY!

TWO OF A KIND, WORKING ON A FULL HOUSE

DECEMBER 10<sup>TH</sup>

KYLE BUSCH  
MOTORSPORTS

MOORESVILLE, NORTH CAROLINA

SPONSORSHIP  
OPPORTUNITIES



The Samantha and Kyle Busch  
bundle  
of joy  
FUND





# A NOTE FROM SAMANTHA & KYLE

Dear Prospective Sponsor:

Thank you for your interest in The Samantha and Kyle Busch Bundle of Joy Fund.

Like 1 in 8 couples, we know the immense struggle of infertility firsthand. When we began our journey nearly 10 years ago, we could have never anticipated the adversity that would lay ahead. Together, we navigated this unfamiliar terrain of twists and turns and ups and downs.

As we continued to encounter roadblocks, the journey oftentimes felt hopeless. Heartache and grief flooded our path. The tolls were many and the currency was steep – an abundance of failed pregnancy tests, IVF, multiple failed cycles, multiple miscarriages, and failed surrogacy – however, our journey inspired a greater purpose. Brexton and Lennix exceed every destination we could have ever imagined.

While we were prepared to stay the course no matter the cost, we've found that many people don't have the financial resources to sustain the detour. With a passion to make a difference in the lives of those navigating infertility, we established The Samantha and Kyle Busch Bundle of Joy Fund. Together, we are committed to creating a safe space within the community to raise awareness and normalize the conversation.

With sincere gratitude,

*Samantha Busch*

*Kyle Busch*®





The Samantha and Kyle Busch



## ABOUT THE BUNDLE OF JOY FUND

The Samantha and Kyle Busch Bundle of Joy Fund exists to eliminate financial barriers that prevent access to Assisted Reproductive Technology (ART) by awarding grants to people trying to conceive with IVF. Through continuous advocacy and education, The Bundle of Joy Fund is dedicated to advancing infertility awareness.

Since its inception in 2015, The Bundle of Joy Fund has exceeded 1 million dollars of grants awarded to 97 grant recipients and has welcomed 61 babies with more on the way.

**\$1M+**

IN FUNDS GRANTED

**97**

GRANTS AWARDED

**61**

BABIES BORN

**MORE**

BABIES ON THE WAY





# HEADLINER

## PRESENTING SPONSOR

**\$25,000 - Exclusive**  
*Sponsorship funds 2 complete IVF cycles*

### **NAMING RECOGNITION**

- Cobranded naming rights (e.g., Vegas, Baby! presented by "Company Name")

### **MARKETING RECOGNITION**

- Pre-Event Collateral
  - Prominent logo inclusion on all pre-event collateral
- Social Media (*Facebook, Instagram, Twitter*)
  - Prominent recognition on Samantha Busch, Kyle Busch, and The Bundle of Joy Fund social media networks reaching nearly 2.5 million collective followers
    - Samantha and Kyle: (1) one event-related post including prominent brand recognition
    - The Bundle of Joy Fund: (1) one sponsor-specific post including prominent brand recognition
- Public Relations
  - Prominent recognition in all event announcements and communications
- Digital
  - Prominent logo inclusion on the *Vegas, Baby!* registration site

### **EVENT DAY RECOGNITION**

- 20 event tickets
  - Invite-only Sponsor Reception with Samantha and Kyle Busch and special guests
  - 3-course dinner and hosted bar
  - 20 gift bags
- Prominent logo inclusion on red carpet step and repeat backdrop
- Branded event casino chips
- Exclusive recognition by Samantha and Kyle Busch during the program of events
- Prominent logo inclusion on all event signage and assets
- (1) one branded display or activation within the event

### **ADDITIONAL ENTITLEMENTS**

- Right of first refusal in 2023



# DADARAZZI

## EXCLUSIVE RED CARPET ENTRY & PHOTO OPPORTUNITY

**\$15,000**

*Sponsorship funds 1 complete IVF cycles*

### MARKETING RECOGNITION

- Pre-Event Collateral
  - Prominent logo inclusion on all pre-event collateral
- Social Media (*Facebook, Instagram, Twitter*)
  - Prominent recognition on Samantha Busch, Kyle Busch, and The Bundle of Joy Fund social media networks reaching nearly 2.5 million collective followers
    - Samantha and Kyle: (1) one event-related post including prominent brand recognition
    - The Bundle of Joy Fund: (1) one sponsor-specific post including prominent brand recognition
- Public Relations
  - Prominent recognition in all event announcements and communications
- Digital
  - Prominent logo inclusion on the *Vegas, Baby!* registration site

### EVENT DAY RECOGNITION

- 15 event tickets
  - Invite-only Sponsor Reception with Samantha and Kyle Busch and special guests
  - 3-course dinner and hosted bar
  - 15 gift bags
- Prominent logo inclusion on red carpet step and repeat backdrop
- Exclusive recognition by Samantha and Kyle Busch during the program of events
- Prominent logo inclusion on all event signage and assets

# ALL-IN

**\$10,000**

*Sponsorship funds 1 complete IVF cycle or 1 egg retrieval procedure + medication*

## MARKETING RECOGNITION

- Pre-Event Collateral
  - Prominent logo inclusion on all pre-event collateral
- Social Media (*Facebook, Instagram, Twitter*)
  - Prominent recognition on Samantha Busch, Kyle Busch, and The Bundle of Joy Fund social media networks reaching nearly 2.5 million collective followers
    - Samantha and Kyle: (1) one event-related post including prominent brand recognition
    - The Bundle of Joy Fund: (1) one sponsor-specific post including prominent brand recognition
- Public Relations
  - Prominent recognition in all event announcements and communications
- Digital
  - Prominent logo inclusion on the *Vegas, Baby!* registration site

## EVENT DAY RECOGNITION

- 10 event tickets
  - Invite-only Sponsor Reception with Samantha and Kyle Busch and special guests
  - 3-course dinner and hosted bar
  - 10 gift bags
- Exclusive recognition by Samantha and Kyle Busch during the program of events
- Prominent logo inclusion on all event signage and assets
- Plus, subsequent entitlements specific to the respective sponsorship option as described

*Choose from one of the exclusive sponsorship options below  
(e.g. 3-Course Meal presented by "Company Name"):*

- ~~Exclusive sponsor of 3-Course Meal~~ **SOLD**
- ~~Exclusive sponsor of Hosted Bar~~ **SOLD**
  - Specialty cocktail named after the sponsor and/or featuring the sponsor's product—
  - Sponsor's product prominently displayed at bar locations through the event—
- ~~Exclusive sponsor of VIP lounge~~ **SOLD**
- Exclusive sponsor of Décor
- Exclusive sponsor of Entertainment
- Exclusive sponsor of Audio/Visual



# JACKPOT

**\$5,000**

*Sponsorship funds 1 round of medication*

## MARKETING RECOGNITION

- Pre-Event Collateral
  - Logo inclusion on all pre-event collateral
- Social Media (*Facebook, Instagram, Twitter*)
  - Recognition on The Bundle of Joy Fund social media networks reaching nearly 30,000 followers
    - (1) one sponsor-specific post including brand recognition
- Public Relations
  - Recognition in all event announcements and communications
- Digital
  - Logo inclusion on the *Vegas, Baby!* registration site

## EVENT DAY RECOGNITION

- 5 event tickets
  - 3-course dinner and hosted bar
  - 5 gift bags
- Exclusive recognition by Samantha and Kyle Busch during the program of events
- Logo inclusion on all event signage and assets
- Plus, subsequent entitlements specific to the respective sponsorship option as described

*Choose from one of the exclusive sponsorship options below  
(e.g., Silent Auction presented by "Company Name"):*

- Exclusive sponsor of Silent Auction
  - Prominent logo inclusion on the silent auction web page
- Exclusive sponsor of Casino Cashier
- Exclusive sponsor of Gifts
- Exclusive sponsor of Dessert
- Exclusive sponsor of Chip Holders
- Exclusive sponsor of Blackjack Tables





# SHOWTIME

**\$2,500**

*Sponsorship funds genetic testing performed to support transfer success*



## MARKETING RECOGNITION

- Pre-Event Collateral
  - Logo inclusion on all pre-event collateral
- Social Media (*Facebook, Instagram, Twitter*)
  - Recognition on The Bundle of Joy Fund social media networks reaching nearly 30,000 followers
    - (1) one sponsor-specific post including brand recognition
- Digital
  - Logo inclusion on the *Vegas, Baby!* registration site

## EVENT DAY RECOGNITION

- 2 event tickets
  - 3-course dinner and hosted bar
  - 2 gift bags
- Logo inclusion on all event signage and assets

*Choose from one of the exclusive sponsorship options below (e.g., Roulette Tables presented by "Company Name"):*

- Exclusive sponsor of Roulette Tables
  - Exclusive sponsor of Craps Tables
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- 





# ROLL THE DICE

**\$1,000**

*Sponsorship contributes to total cost of medication*

## MARKETING RECOGNITION

- Pre-Event Collateral
  - Logo inclusion on all pre-event collateral
- Social Media (*Facebook, Instagram, Twitter*)
  - Recognition on The Bundle of Joy Fund social media networks reaching nearly 30,000 followers
    - (1) one sponsor-specific post including brand recognition
- Digital
  - Logo inclusion on the *Vegas, Baby!* registration site

## EVENT DAY RECOGNITION

- Logo inclusion on all event signage and assets

# TICKETS

## DOUBLE OR NOTHING

**TABLE • \$3,000**

*Best Value- Save \$500*

- Admission and VIP gifts for (10) ten guests
- 3-course dinner and hosted bar
- Live entertainment

## DEAL ME IN

**INDIVIDUAL TICKET • \$350**

- Admission and VIP gifts for (1) one guest
- 3-course dinner and hosted bar
- Live entertainment



# SPONSORSHIP PLEDGE

PLEASE CHECK ALL THAT APPLY

- ☐ **Headliner / \$25,000**
- ☐ **Paparazzi / \$15,000**
- ☐ **All-In / \$10,000**
  - ☐ ~~Exclusive Sponsor of 3-course Meal~~
  - ☐ ~~Exclusive Sponsor of Hosted Bar~~
  - ☐ ~~Exclusive Sponsor of VIP Lounge~~
  - ☐ **Exclusive Sponsor of Décor**
  - ☐ **Exclusive Sponsor of Entertainment**
  - ☐ **Exclusive Sponsor of Audio/Visual**
- ☐ **Jackpot / \$5,000**
  - ☐ **Exclusive Sponsor of Silent Auction**
  - ☐ **Exclusive Sponsor of Casino Cashier**
  - ☐ **Exclusive Sponsor of Gifts**
  - ☐ **Exclusive Sponsor of Desserts**
  - ☐ **Exclusive Sponsor of Chip Holders**
  - ☐ **Exclusive Sponsor of Blackjack Tables**
- ☐ **Showtime / \$2,500**
  - ☐ **Exclusive Sponsor of Roulette Tables**
  - ☐ **Exclusive Sponsor of Craps Tables**
- ☐ **Roll the Dice / \$1,000**

**Name** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

## PAYMENT METHOD

☐ **Check**

**Credit Card Number** \_\_\_\_\_

☐ **Visa**

**Expiration Date (mm/yy)** \_\_\_\_\_

☐ **Mastercard**

**CVV** \_\_\_\_\_

☐ **Discover**

☐ **AMEX**

Please make checks payable to The Samantha and Kyle Busch Bundle of Joy Fund. All payments, including the sponsorship pledge form, should be mailed to:

Jessica Turner  
The Samantha and Kyle Busch Bundle of Joy Fund  
351 Mazeppa Road, Mooresville, NC 28115

Once payment is processed a receipt will be provided. All sponsor logos should be submitted in an EPS format on or before Monday, November 7.

Timely receipt of sponsor logos ensures fulfillment of all entitlements as outlined above. The Bundle of Joy Fund does not guarantee the inclusion of sponsor logos that are received after the deadline.

## QUESTIONS?

For any questions, please contact Jessica Turner:  
Jessica.Turner@bundleofjoyfund.org or (704) 322-5340

The Samantha and Kyle Busch Bundle of Joy Fund | Tax ID Number 20-5950643