



2024

Sponsorship Opportunities

Our mission is to help children and families grieving a death navigate their path to a hopeful future.

Dear Friends,

As an important community partner, we invite you to connect with Friends of Aine to support children and families and gain a valuable network for your business.

Your support helps Friends of Aine provide:

- programs and resources to grieving children and families as they navigate the death of their important person
- education to our schools and community partners about grief
- awareness of grief as a public health issue

Outlined below is our 2024 sponsorship package, representing our SEA of Hope model to **support, educate, and advocate**. There are numerous ways you can support Friends of Aine, through our programs, initiatives, and annual events. We hope that sponsoring Friends of Aine benefits you as much as it does the children and families we serve. Thank you for helping to create **a world where no child grieves alone.**

With gratitude,



Christine Phillips
Executive Director
christine@friendsofaine.com

Program Sponsorships

Currently, 1 in 12 children in the state of NH will be bereaved before the age of 18.

The following sponsorships support the programming we host in our Center throughout the year, as well as our education and advocacy initiatives statewide. We will work with you to design a custom acknowledgement for the sponsorship of your choice.

Family Underwriting Sponsor \$15,000

This sponsorship opportunity allows families to participate at no cost in our peer-to-peer grief support program.



Program Sponsorships

\$10,000 Level	Description
Hope Sponsor	This sponsorship will support the work done at Friends of Aine, to provide a hopeful future to grieving children and their families.
Child Bereavement Research and Development	Supports collaboration with local universities, conducting research, and utilizing a database to collect findings on the emotional, physical, and economic impact on grieving children and families.
Professional Development	Supports travel to annual conferences, seminars, and continuing education for staff to stay up to date on best practices for supporting child bereavement, mental health, etc.
In School Program	Supports students at their school through grief programming. This is done in partnership with school communities.
\$7,500 Level	Description
HUG Workshop	"Help Us Grieve," (HUG) workshops are interactive sessions focusing on grief awareness and peers helping peers. This can include a field trip to our Center.
Grief Education Training	This sponsorship provides training about grief to educators and community members who interact with grieving children and teens.
\$5,000 Level	Description
Fall Series	Support our peer-to-peer grief groups this Fall.
Winter Series	Support our peer-to-peer grief groups this Winter.
Spring Series	Support our peer-to-peer grief groups this Spring.
Volunteer Training	This sponsorship provides the necessary tools and materials to host all volunteer facilitator training and continuing education throughout the year.
Volunteer Recruitment	This sponsorship helps with all aspects of volunteer facilitator recruitment including staffing, marketing and promotional opportunities.
Family Resources	Supports the ongoing need for community referrals and collaborators, and our on-site family library and online family portal.
Traveling "Talk About Grief" Art Exhibit	Supports Friends of Aine's traveling art exhibit that displays grieving children's artwork meant to inspire discussion and awareness about grief.
Grief Backpack Program	This sponsorship supports our grief backpack initiative to "Color NH Purple," by continuing to bring backpacks to all schools in NH.
\$2,500 Level	Description
"Talk About Grief" Coping Cards	This sponsorship helps with the design, printing, and distribution of our coping cards as a statewide resource.
Winter Holiday Event	Supports the December holiday party, open to our grieving children and families, past and present. Your company will receive recognition of providing this fun day for our families.
Fall Open House	This sponsorship will announce your company as a supporter of Friends of Aine to all the individuals attending the event.

8th Annual Gala

April 6, 2024
Hotel DoubleTree
Manchester, NH

This evening is dedicated to raising awareness for grieving children in NH, filled with dinner, dancing, and entertainment. Your company will receive acknowledgement based on your level of sponsorship.

Presenting Sponsor \$10,000

- Exclusive sponsorship of the event
- Opening remarks at the event
- Seating for up to 12 guests at your table
- Full page ad in the evening's program
- Sponsorship acknowledgement in event's press release
- Recognized on Friends of Aine website and social media



\$5,000 Level	Description	
Kindness Sponsor	This sponsorship includes tickets for 8 guests, recognition at the podium, your logo on our website and social media, and a half page ad in the evening's program	
In Memoriam Candlelight Sponsor	With this exclusive opportunity, your company will be recognized at the podium, during this meaningful, powerful moment to remember all of those who have died. Includes 8 tickets	
\$3,000 Level	Description	
Cocktail Reception	With this exclusive sponsorship, your company receives recognition during cocktail hour, immediately before the main event. Your company's name and logo will be branded on the cocktail napkins. Includes 6 tickets.	
Wine Sponsor	With this exclusive sponsorship, your company's name and logo will be branded on every wine bottle at each table. Includes 6 tickets.	
\$2,500 Level	Description	
Compassion Sponsor	This sponsorship includes tickets for 4 guests, recognition at the podium, your logo on our website and social media, and a quarter page ad in the evening's program.	
Entertainment Sponsor	This exclusive opportunity supports our entertainment for the evening. Your company will receive recognition from our entertainers during the event. Includes 4 tickets.	SOLD
Dessert Sponsor	This exclusive sponsorship will include your company's name and logo when dessert is served. Includes 4 tickets.	
\$1,000 Level	Description	
Courage Sponsor	This sponsorship includes tickets for 2 guests, and your logo on our website and social media.	
Art Spotlight Sponsor	This sponsorship opportunity will have your company name and logo on display at our art exhibit. This includes our "Talk About Grief" Art Campaign, as well as our "Grief-fitti Memory Mural" at the event. Includes 2 tickets.	
\$500 Level	Description	
Connection Sponsor	This sponsorship includes your logo on our website and social media.	

12th Annual Kids' Try-athlon

Sunday, August 11th 2024
Bedford Town Pool and High School
Bedford, NH

Our Kids' Try-athlon is an event where children swim, bike, run, and have fun! In our 12th year, this event provides a fun morning for all families. Following the race, enjoy music, dancing, food, and crafts. There are several opportunities for your company to take part in such a rewarding event. Your company will receive acknowledgement based on your level of sponsorship.

Champion Sponsor \$10,000

- Exclusive to your organization as the lead sponsor for the race
- Photos include branding of your name and logo with watermarks
- Branding on racer certificates available to download and print
- Your name and logo appears on follow-up email, sent to each participant
- Sponsor table to provide information and connect with hundreds of potential customers and supporters
- Your logo on step and repeat backdrop at post-race festivities
- Barricade sponsor
- T-shirt sponsor (logo on front, top left)
- Honor of presenting awards to top finishers



12th Annual Kids' Try-athlon

Sponsorship	Amount	Description
Medal Sponsor	\$3,500	Your logo is printed on finisher medal ribbons to be displayed forever. Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Bib Number Sponsor	\$2,500	Your logo is printed on each participant's bib number, seen by all and captured in photos. Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Race Bag Sponsor	\$2,500	Your logo is printed on participants' "swag bag." Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Swim to Bike Transition Sponsor	\$1,500	Your logo is displayed at the swim to bike transition area. Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Bike to Run Transition Sponsor	\$1,500	Your logo is displayed at the bike to run transition area. Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Finish Line Sponsor	\$2,500	Your logo will be seen by participants, spectators, media, and photographers at the finish line. Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Starting Line Sponsor	\$2,500	Your logo will be seen by participants, spectators, media, and photographers at the beginning of the race. Includes a table, your logo on a course barricade, and your logo on the back of the race t-shirt.
Table Sponsor	\$1,000	Host a table at the event to provide information and connect with hundred of potential customers and supporters. Includes your logo on a course barricade and your logo on the back of the race t-shirt.
Water Station Sponsor	\$750	Your logo is displayed along the race course along one of the four water stations available to participants. Includes your logo on a course barricade and your logo on the back of the race t-shirt.
Finish Line Water Station Sponsor	\$750	Exclusive opportunity to provide bottled water at the finish line. Your logo is displayed on a sign. Includes your logo on a course barricade and your logo on the back of the race t-shirt.
Barricade Sponsor	\$750	Your logo is printed on a course barricade distributed throughout the final stretch of the race. Includes your logo on the back of the race t-shirt.
T-shirt Sponsor (Sleeve)	\$750	Your logo is printed on one of the t-shirt sleeves. Racers wear their shirt as a badge of honor for years.
T-shirt Sponsor (Back)	\$500	Your logo is printed on the back of the t-shirt. Racers wear their shirt as a badge of honor for years.

Sponsorship Commitment

2024 Program Opportunities

- Family Underwriting Sponsor-\$15,000
- Hope Sponsor- \$10,000
- Child Bereavement Research and Development- \$10,000
- Professional Development- \$10,000
- In School Program- \$10,000
- Hug Workshop- \$7,500
- Grief Education Training- \$7,500
- Fall Series- \$5,000
- Winter Series- \$5,000
- Spring Series- \$5,000
- Volunteer Training- \$5,000
- Volunteer Recruitment- \$5,000
- Family Resources- \$5,000
- Traveling "Talk About Grief" Art Exhibit- \$5,000
- Grief Backpack Program- \$5,000
- "Talk About Grief" Coping Cards- \$2,500
- Winter Holiday Event- \$2,500
- Fall Open House- \$2,500

2024 Kids' Try-athlon

- Champion Sponsor-\$10,000
- Medal Sponsor- \$3,500
- Bib Number Sponsor- \$2,500
- Race Bag Sponsor- \$2,500
- Swim to Bike Transition Sponsor- \$1,500
- Bike to Run Transition Sponsor- \$1,500
- Finish Line Sponsor- \$2,500
- Starting Line Sponsor- \$2,500
- Table Sponsor- \$1,000
- Water Station Sponsor- \$750
- Finish Line Water Station Sponsor- \$750
- Barricade Sponsor- \$750
- T-Shirt Sponsor (Sleeve)- \$750
- T-Shirt Sponsor (Back)- \$500

2024 Gala

- Presenting Sponsor-\$10,000
- Kindness Sponsor- \$5,000
- In Memoriam Candlelight Sponsor- \$5,000
- Cocktail Reception Sponsor- \$3,000
- Wine Sponsor- \$3,000
- Compassion Sponsor- \$2,500
- Auction Sponsor- \$2,500
- Entertainment Sponsor- \$2,500
- Chairman's Reception Sponsor- \$2,500
- Dessert Sponsor- \$2,500
- Courage Sponsor- \$1,000
- Art Spotlight Sponsor- \$1,000
- Connection Sponsor- \$500

Company Name *

Contact Name *

Email *

Phone *

Address *

Address Line 1

Address Line 2

City

State/Province

Zip/Postal Code

Payment Information

- Check Enclosed (payable to Friends of Aine)
- Please send my company an invoice
- Contact me for additional payment options

Mail to:

Friends of Aine

Attn: Development

226 Coolidge Avenue

Manchester NH 03102

Email to: catherine@friendsofaine.com

Questions? Call Catherine Murphy, at 603-669-1120 Ext. 6005

