

Not Your Mama's Bingo

Supporting HIV/AIDS services provided by ALFA



2011 Sponsorship Opportunities

www.notyourmamasbingo.com

www.alfainfo.org

The Event:

Not Your Mama's Bingo is a wild, fun event filled with outrageous costumes, songs, dances, fabulous prize and totally unconventional bingo games. Hosted by the world famous Queenie Gabo and cast of over-the-top of BVD's (BINGO Verifying Divas) will help you play our "special" game of bingo.

Each bingo has its own theme, set of special games and rules just for Not Your Mama's Bingo participants. Dress up to match the theme, but consider yourself warned, pay attention to the hostesses and follow the rules or you will find yourself called out and on stage before you know it.

What does your mama say about bingo? "If everyone else is jumping off a bridge, do it, I don't care but you better be playing bingo while you're going down!"

This event is an HIV/AIDS awareness and fundraising event benefiting ALFA. ALFA was **organized in 1987** as a grassroots effort to provide support services to those affected by HIV/AIDS in Burke County. In 1989, with the help of a United Way Venture Grant, ALFA was established as a **not-for-profit** AIDS Service Organization (ASO). ALFA is still the **only** ASO in the area, serving the nine rural counties of Alexander, Alleghany, Ashe, Burke, Caldwell, Catawba, Lincoln, Watauga and Wilkes.

BINGO Goals:

- Increase awareness of ALFA to the community
- Raise funds to support the mission of ALFA
- Raise awareness of HIV/AIDS
- Prove a fund safe social event for our region

Dates and Themes:**Spring Season**

- March 12, 2011 Woodstock BINGO
- May 14, 2011 Beach Blanket BINGO

Fall Season

- September 10, 2011 Pop Stars BINGO
- November 12, 2011 Disco BINGO

Benefits for sponsorship:

- Exposure to potential clients
- Establish and/or enhance your corporate image as a caring employer and member of the community
- Involvement of your employees in community events
- Recognition in ALFA's annual report
- Link your corporate website from the Not Your Mama's Bingo website
- Most importantly, make a difference in the lives of people living HIV/AIDS and provide free HIV testing and prevention education to our region.

Presenting Sponsor

\$2,000

One slot per season

- Industry exclusivity (Not Your Mama's Bingo presented by xxxx)
- Corporate logo on promotional materials such as posters, tickets, press releases, radio and TV interviews
- Verbal and logo recognition night of events as a presenting sponsor (can be tailored to meet your company's needs)
- Company banner placed in a prominent location night of event
- Reserved table (10 tickets) to event
- Listed a sponsor with corporate link on Not Your Mama's Bingo web site.
- Opportunity to place collateral on tables
 - Any collateral/fliers must be pre-printed by the sponsor and delivered to the ALFA office the Friday before each event
 - One item limit per sponsor

Game Sponsor

\$200 (two events)

Eight slots per season

- Sponsor game- company representative will have a brief opportunity to describe your business/service ect. to the audience on stage
- Pull numbers for the game
- Listed a sponsor with corporate link on Not Your Mama's Bingo web site.
- Opportunity to place collateral on tables
 - Any collateral/fliers must be pre-printed by the sponsor and delivered to the ALFA office the Friday before each event
 - One item limit per sponsor

Ticket Sponsor

\$200 (two event)

One slot per season

- Your ad placed on the back of all bingo tickets
- Receive special mention from the stage
- Listed a sponsor with corporate link on Not Your Mama's Bingo website

Bonus game sponsor (only game played for cash prize)

\$200

One slot

- Sponsor game- company representative will have a brief opportunity to describe your business/service ect. to the audience on stage
- Pull numbers for the game
- Listed a sponsor with corporate link on Not Your Mama's Bingo website.
- Opportunity to place collateral on tables
 - Any collateral/fliers must be pre-printed by the sponsor and delivered to the ALFA office the Friday before each event
 - One item limit per sponsor

Concession Sponsor

\$500

One slot per season

- Verbal recognition night of events
- Company banner placed in a prominent location night of event
- Reserved table (10 tickets) to event
- Listed a sponsor with corporate link on Not Your Mama's Bingo website
- Opportunity to place collateral on tables
 - Any collateral/fliers must be pre printed by the sponsor and delivered to the ALFA office the Friday before each event
 - One item limit per sponsor

Prize Sponsor

No cost

Multiple opportunities

In lieu of cash prizes, Not Your Mama's BINGO offers gift certificate and items from local business as prizes.

- Verbal recognition night of events
- Listed a sponsor with corporate link on Not Your Mama's Bingo web site.

All sponsorship packages can be tailored to meet specific needs and interests of businesses, corporations or individuals.

If you are unable to participate at these levels please contact Rodney Tucker at 828-322-1447 Ext. 224 or alfadirect@alfainfo.org to learn of additional opportunities to support ALFA.

BINGO SPONSORSHIP AGREEMENT

_____ (Sponsor Name)

hereby agrees to be a Presenting, Game, Ticket,
 Bonus Game Sponsor, Concession, Prize

for

Not Your Mama's BINGO

Signature

BINGO Representative Signature

Sponsor Name (Please Print)

Address

City

State

ZIP

Phone Number

Email

Please make checks payable to ALFA. Credit card payments may be made by calling the ALFA office at 828-322-1447 Ext 224.

All proceeds directly benefit ALFA, which provides case management for persons affected by HIV/AIDS, prevention education and free HIV testing for the region. Contributions are tax-deductible according to current IRS guidelines.

AFLA is a 501(c)(3) tax-exempt, non-profit organization.

Tax I.D. # 58-1842529