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Executive Director

The Arc of Harrisonburg and Rockingham promotes and protects the human rights of people with intellectual and developmental disabilities (I/DD) and actively supports their full inclusion and participation in the community. Our community engagement program currently provides 46 participants with the opportunity to explore and engage in community life and to contribute through volunteerism. The Arc also provides day support services at the Simon-Edmonson Center and in-home and respite care along with city- and county-wide information and referral services.

The Arc of Harrisonburg and Rockingham needs your support to help us meet our annual fundraising goal of \$60,000 so we can create more opportunities for those with I/DD to experience "A Life Like Yours". With a 30% reduction in Medicaid support along with a waiting list of over 225 individuals living with I/DD in Harrisonburg and Rockingham, your involvement helps us continue providing much needed assistance while allowing us to expand our programs and services.

**As a valued member of our community, we invite you to partner with The Arc of HR to create a more equitable and diverse community by becoming an annual sponsor with us.**

From birthday celebrations to our annual summer picnic to touring your workplace, you and your business will be offered opportunities for meaningful interactions with participants of our programs throughout the year. By partnering with us as an annual sponsor, your business will not only receive high level promotion and visibility, but you and your staff will be welcomed into deeper community engagement with a diverse and extremely special group of individuals.

Please see the enclosed sponsorship form with several levels of opportunity for your consideration. If you have any questions about the form or The Arc of Harrisonburg and Rockingham please contact Heather Denman at [execdir@hrarc.org](mailto:execdir@hrarc.org).

On behalf of The Arc's participants, staff, board, and volunteers, I share our deep gratitude for your support of our shared vision for "A Life Like Yours" (ALLY).

Sincerely,



Heather Denman  
Executive Director

*The Arc of Harrisonburg and Rockingham, Inc. is a non-profit tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Contributions to The Arc are deductible by donors as provided in section 170 of the code. Federal ID# is 54-0995095.*

**Member of:**

H/R Chamber of  
Commerce  
The Arc of Virginia  
The Arc of the U.S.  
Virginia Network of  
Private Providers  
Region 1 Local Human  
Rights Committee



**The Arc Achiever - \$10,000**

- Headline sponsor for up to 2 months of commercials on WHSV channels (see attached document)
- Headline sponsor in 4 months of ads through Harrisonburg Radio Group stations (480 ads total)
- Headline sponsor in 2 months of ads in the Daily News Record
- Headline sponsorship listed in 4 issues of The Arc Advocate printed newsletter (4 per year)
- Headline sponsorship on all of The Arc's social media channels and on Facebook page banner
- Headline sponsor in 10 e-news campaigns of The Arc of HR
- Sponsorship listed on The Arc's website for 1 year
- Tour and lunch with Participants of The Arc for up to 10 employees (optional)
- Participants of The Arc visit your business site for a tour (optional)
- 10 complimentary racing bibs for Santa Run, Walk, 'n Roll
- 10 complimentary tickets to Arctoberfest
- \$9,500 is tax-deductible

**The Arc Advocate - \$7,500**

- Headline sponsor for up to 1 month of commercials on WHSV channels (see attached document)
- Headline sponsor in 3 months of ads through Harrisonburg Radio Group stations (360 ads total)
- Headline sponsor in 6 weeks of ads in the Daily News Record
- Sponsorship listed in 3 issues of The Arc Advocate printed newsletter
- Sponsorship listed in 7 e-news campaigns of The Arc of HR
- Sponsorship highlighted on all The Arc's social media channels
- Sponsorship listed on The Arc's website for 8 months
- Tour and lunch with participants of The Arc for up to 7 employees (optional)
- Participants of The Arc visit your business site for a tour (optional)
- 7 complimentary racing bibs for Santa Run, Walk, 'n Roll
- 7 complimentary tickets to Arctoberfest
- \$7,150 is tax-deductible

**The Arc Supporter - \$5,000**

- Headline sponsor in up to 1 month of commercials on WHSV channels (see attached document)
- Headline sponsor in 2 months of ads through Harrisonburg Radio Group stations (240 ads total)
- Headline sponsor in 4 weeks of ads in the Daily News Record
- Sponsorship listed in 2 issues of The Arc Advocate printed newsletter
- Sponsorship listed in 5 e-news campaigns of The Arc of HR
- Sponsorship highlighted on The Arc's Facebook Page
- Sponsorship listed on The Arc's website for 6 months
- Tour and lunch with participants of The Arc for up to 5 employees (optional)
- Participants of The Arc visit your business site for a tour (optional)
- 5 complimentary racing bibs for Santa Run, Walk, 'n Roll
- 5 complimentary tickets to Arctoberfest
- \$4,750 is tax-deductible

**The Arc Friend - \$2,500**

- Headline sponsor in up to 2 weeks of commercials on WHSV channels (see attached document)
- Headline sponsor in 1 month of ads through Harrisonburg Radio Group stations (120 ads total)
- Headline sponsor in 2 weeks of ads in the Daily News Record
- Sponsorship listed in 2 e-news campaigns of The Arc of HR
- Sponsorship listed on The Arc's website for 3 months
- Tour and lunch with Participants of The Arc for 2 employees (optional)
- Participants of The Arc visit your business site for a tour (optional)
- 2 complimentary racing bibs for Santa Run, Walk, 'n Roll
- 2 complimentary tickets to Arctoberfest
- \$2,400 is tax-deductible

## ANNUAL SPONSORSHIP REGISTRATION

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Complete the sponsorship and payment option below and email to Jenna Bryant at [marketing@hrarc.org](mailto:marketing@hrarc.org) with a copy of your logo (vector format preferred) or mail your payment with a check made out to The Arc of Harrisonburg and Rockingham, Inc. at 620 Simms Avenue, Harrisonburg, VA 22802.

### SPONSORSHIP LEVEL:

\_\_\_\_\_ *The Arc Achiever - \$10,000*

\_\_\_\_\_ *The Arc Advocate - \$7,500*

\_\_\_\_\_ *The Arc Supporter - \$5,000*

\_\_\_\_\_ *The Arc Friend - \$2,500*

\_\_\_\_\_ *Other: \$ \_\_\_\_\_*



### PAYMENT (CHECK ONE):

\_\_\_\_\_ *Enclosed is a check*

\_\_\_\_\_ *Please bill us for payment*

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

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

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

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

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

*Email address* \_\_\_\_\_

*Thank you for your contribution and we look forward to partnering with you!*