

MASSEY ALLIANCE'S MASSEY ON THE RIVER

PRESENTED BY : AVAILABLE



EVENT DETAILS

Friday, September 9, 2022

6PM - 10PM

Tredegar Iron Works, Richmond, VA

Each year, **more than 1,000** cancer advocates join us for this tradition. We are eager to net a new record for this year's event by exceeding **\$100,000** raised to benefit Massey Cancer Center's research mission. We hope you will consider joining the Massey Alliance for Massey on the River, as a sponsor, auction item donor, or guest.

All tickets include:

- Live music from the The Jangling Reinharts
- Silent auction registration
- Craft beer, wine, refreshments, dinner, and dessert!

VIP tickets include:

- VIP section access
- Specialty cocktails
- Onsite Parking



MASSEY ALLIANCE

Massey on the River is hosted by the Massey Alliance. The Alliance is a group of young professionals who raise awareness of and support for the research, resources and programs at VCU Massey Cancer Center. Since its formation in 2002, the Alliance has evolved into a 40-member junior board under the Massey Cancer Center Advisory Board, as well as an ever-expanding group of more than 500 supporters. Through its events, outreach and fundraising, the Alliance forms a foundation of philanthropy that will benefit Massey for years to come.

CONTACT INFORMATION

For more information please contact Ocelia Hudson at ohudson@vcu.edu or call 757.268.1570.



Sponsorship Opportunities

MAYO BRIDGE SPONSOR - \$15,000 (EXCLUSIVE)

- Presenting sponsor (exclusive)
- Identified in Massey on the River logo and written as "Massey on the River, presented by..."
- Naming Opportunity: VIP Section (hosting 200+ guests)
- Logo prominently on all printed marketing materials, website & advertising
- 2 customized social media posts highlighting company
- Volunteer opportunities for company employees
- Company logo presence throughout event
- 20 VIP tickets, 2 reserved tables
- Tax-deductible amount: \$13,500

SOLD OUT

PONY PASTURE SPONSORS - \$10,000

- Naming Opportunities with on-site signage: Beer Tent or Band
- Company logo on all marketing materials
- Company logo on website
- Volunteer opportunities for company employees
- 1 customized social media post highlighting company
- 12 VIP tickets, 1 reserved table
- Tax-deductible amount: \$9,100

SOLD OUT

NICKEL BRIDGE SPONSORS - \$5,000

- Naming Opportunities with on-site signage: silent auction, photo booth or vehicle area, etc.
- Company logo on all marketing materials
- Company logo on website
- 1 customized social media post highlighting company
- 8 VIP tickets, 1 reserved table
- Tax-deductible amount: \$4,400

CANAL WALK SPONSORS - \$2,500

- Company logo on invitation and website
- Company logo on on-site signage
- 4 VIP tickets
- Tax-deductible Amount: \$2,200

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ON THE **RIVER**

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SPONSORSHIP COMMITMENT FORM

Yes! I would like to support Massey Alliance's Massey on the River on September 9, 2022 as a:

Mayo (\$15,000)

Nickel (\$5,000)

Pony Pasture (\$10,000)

Canal Walk (\$2,500)

Additional Donation Amount \$ _____

Total Donation Amount \$ _____

Company Name: _____

Primary Contact: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ Email: _____

My check in the amount of \$ _____ is enclosed

Please remind me on _____, 2022 *All payments are due in full by 10/31/22

Signature: _____

Thank you for your support! Please mail your completed form to:
VCU Massey Cancer Center, PO Box 980214, Richmond, VA 23298-0214

Make checks payable to "VCU Massey Cancer Center,"

Please write Massey on the River in the memo line.

If you have questions, please contact Ocelia Hudson at ohudson@vcu.edu or call 757.268.1570