**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 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.
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

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

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
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