

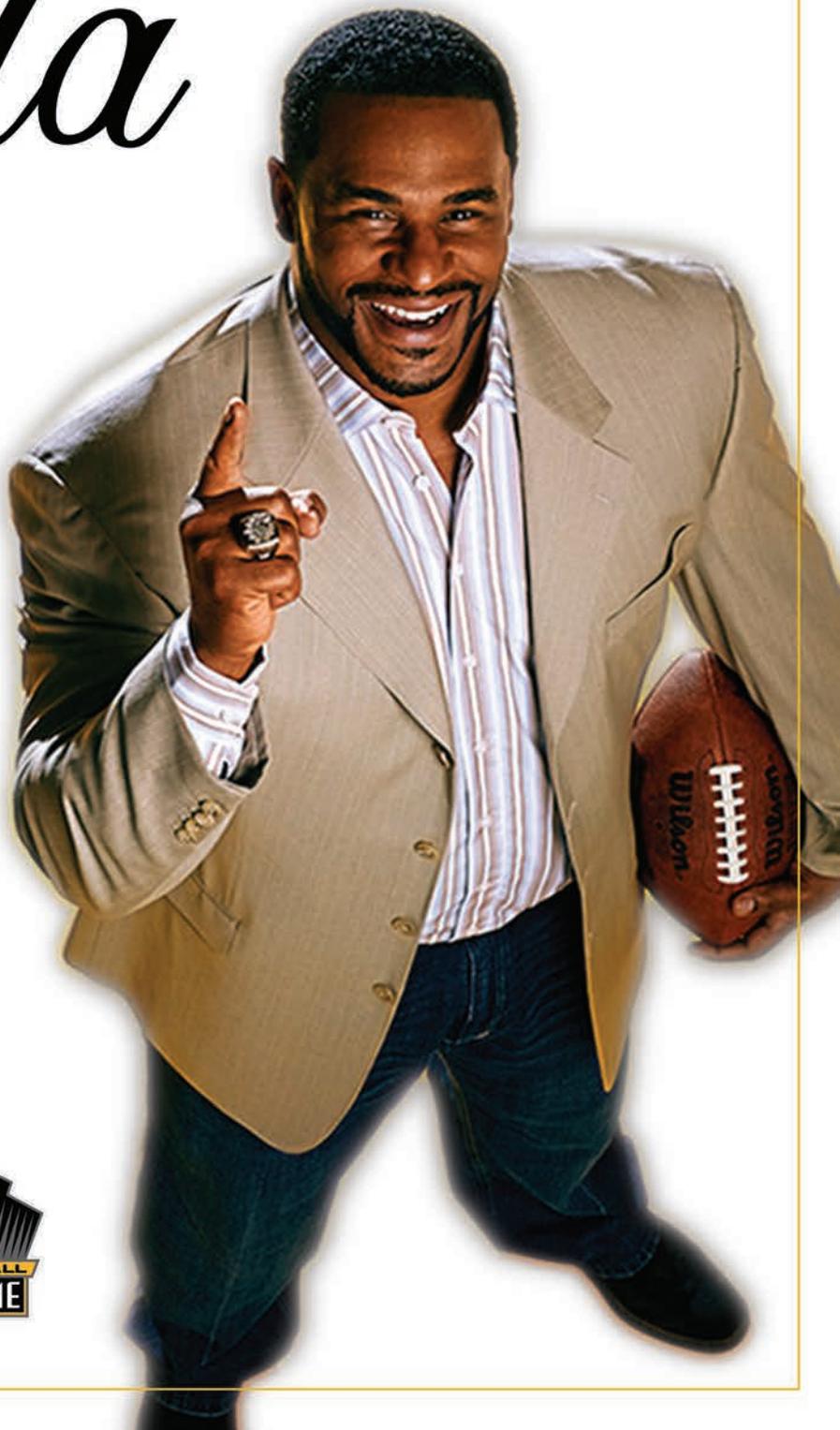
JEROME BETTIS BUS STOPS HERE FOUNDATION  
PRESENTS THE

13<sup>th</sup> annual  
Caring for Kids  
*Gala*

Thursday, September 27, 2018

6:00pm

PNC Champions Club  
at Heinz Field



# SPONSORSHIP OPPORTUNITIES

## Gold Jacket Title Sponsor – \$25,000

- » Once in a lifetime VIP Steelers game tunnel experience prior to gala for 20 guests
- » Photograph Opportunity with Pittsburgh Steelers celebrity
- » Seating for 10 guests at Jerome's table & one additional table for 10 guests at gala
- » Exclusive sponsor cocktail reception prior to gala with Jerome Bettis and other celebrities
- » Inclusion in all marketing & advertising (i.e. radio, print & television)
- » Prominent signage on main stage of gala
- » 10 passes to the taping of the Jerome Bettis Show at WPXI
- » Full-page ad recognition in gala program
- » 4 elite pieces of Jerome Bettis autographed memorabilia
- » 10 social media mentions from Bus Stops Here Foundation social media
- » 5 social media mentions from Jerome Bettis personal social media outlets



## Lombardi Trophy Sponsor – \$15,000

- » Once in a lifetime VIP Steelers game tunnel experience prior to gala for 10 guests
- » Photograph Opportunity with Pittsburgh Steelers celebrity
- » Table for 10 guests at gala
- » Exclusive sponsor cocktail reception prior to gala with Jerome Bettis and other celebrities
- » Inclusion in all marketing & advertising (i.e. radio, print & television)
- » Prominent signage at gala
- » 8 passes to the taping of the Jerome Bettis Show at WPXI
- » Full-page ad recognition in gala program
- » 3 elite pieces of Jerome Bettis autographed memorabilia
- » 5 social media mentions from Bus Stops Here Foundation social media
- » 3 social media mentions from Jerome Bettis personal social media outlets



## Touchdown Sponsor – \$10,000

- » Table for 10 guests at gala
- » Exclusive sponsor cocktail reception prior to gala with Jerome Bettis and other celebrities
- » Inclusion in all marketing & advertising (i.e. radio, print & television)
- » Signage at gala
- » 6 passes to the taping of the Jerome Bettis Show at WPXI
- » Half-page ad recognition in gala program
- » 2 elite pieces of Jerome Bettis autographed memorabilia
- » 2 social media mentions from Bus Stops Here Foundation social media
- » 1 social media mentions from Jerome Bettis personal social media outlets



## First Down Sponsor - \$5,000

- » Table for 10 guests at gala
- » Exclusive sponsor cocktail reception prior to gala with Jerome Bettis and other celebrities
- » Inclusion in all marketing & advertising (i.e. radio, print & television)
- » Signage at gala
- » 4 passes to the taping of the Jerome Bettis Show at WPXI
- » Quarter page ad recognition in gala program
- » 2 autographed Jerome Bettis footballs
- » 2 social media mentions from Bus Stops Here Foundation social media



## Individual Table of 10 – \$2,250

## Individual Tickets – \$250

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# 13TH ANNUAL CARING FOR KIDS GALA SPONSORSHIP AGREEMENT FORM

Please check one of the following sponsorship levels:

**Gold Jacket Title Sponsor – \$25,000**

**First Down Sponsor – \$5,000**

**Lombardi Trophy Sponsor – \$15,000**

**Individual Table of 10 – \$2,250**

**Touchdown Sponsor – \$10,000**

**Individual Tickets – \$250**

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Your Name

Your Title

---

Primary Contact Person (if different than above)

Company Name

---

Street Address

City

State

Zip

---

Telephone Number

Fax Number

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Email

Please Invoice

Check Enclosed **(The Bus Stops Here Foundation)**

Credit Card Payment **(Please complete the information below)**



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Credit Card Number

Expiration Date

3-Digit CSV #

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Authorized Signature

Date

To be included in event advertising, forward commitment form by Friday, September 14, 2018

This form may be returned via email or mail to:

Bethany Vietmeier, The Bus Stops Here Foundation  
[bethv@thebusstopsherefoundation.org](mailto:bethv@thebusstopsherefoundation.org), 412-720-5195

**Thank you for your support!**