

2012 CROZIER GALA

CORPORATE SPONSORSHIP & UNDERWRITING

An important contribution to the Crozier Gala is made by corporations, foundations and individuals who provide gifts to underwrite the costs associated with hosting this special evening. Underwriting provides the greatest opportunity to maximize fundraising potential and secure the needed funds to support our Catholic parishes, schools and ministries.

It is important for volunteers and benefactors to be aware of the caliber of gifts required in this effort. The following table offers specific levels of giving necessary to ensure the success of our Crozier Gala and future fulfillment of our mission: to carry on the work of Christ by fostering philanthropy.

GIFTS REQUIRED TO ACHIEVE A \$260,000 GOAL

Amount of Gift	Estimated Requests	Gifts Received	Will Produce	Total
\$50,000	5	1	\$50,000	\$50,000
\$25,000	15	3	\$75,000	\$125,000
\$10,000	32	8	\$80,000	\$205,000
\$5,000	33	11	\$55,000	\$260,000

Corporate Sponsorship and Underwriting

Take advantage of a unique opportunity to combine good works and good business by becoming a Crozier Gala underwriter. Your support will make a positive imprint on guests, your customers, employees, colleagues, friends and neighbors.

Underwriting for the Crozier Gala will place you and your product or service in a unique position by giving your name exposure to the highest caliber of affluent and influential Catholics within the Diocese of Phoenix. We expect over 1,000 high net worth guests at the Crozier Gala which provides tremendous opportunity for local businesses.

Brand your business as “community centered.” Just as you, the underwriter, support the Catholic Community Foundation, our guests will support you. Guests say that their opinion of a company is more positive when they discover the company supports community causes. Underwriting identifies your company as an organization that is community-minded and focused on ethics and values.

Hard to reach demographic. By underwriting, you can not only reach important guests but also be acknowledged in our advertising that reaches tens of thousands of Catholics throughout the Diocese of Phoenix. “Special” underwriters will also be publicly acknowledged by the Bishop during the event.

Make a tax-deductible contribution. The Catholic Community Foundation is a non-profit organization and therefore, your underwriting contributions are 100% tax-deductible.

Underwriting Packages

We are currently offering the following underwriting menu of options and ask that you pursue sponsors or participate as a sponsor.

ABUNDANCE SPONSOR \$50,000

- Reception with the Bishop
- Recognition by the Bishop during the event program
- Logo on invitations to over 8,000 families and individuals
- 2 tables at the 2012 Crozier Gala with preferred seating for 20 guests
- Logo display on corporate underwriting board
- Logo and company name on Crozier Gala 2012 website
- Logo on Crozier newspaper and print advertising
- Center double page ad in the event program
- Listing in event program

PROSPERITY SPONSOR \$25,000

- Recognition by the Bishop during the event program
- Logo on invitations to over 8,000 families and individuals
- 1 table at the 2012 Crozier Gala with preferred seating for 10 guests
- Logo display on corporate underwriting board
- Logo and company name on Crozier Gala 2012 website
- Logo on Crozier newspaper advertising
- Double page ad in the event program
- Listing in event program

BOUNTIFUL SPONSOR \$10,000

- 4 tickets and to the 2012 Crozier Gala
- Logo display on corporate underwriting board
- Logo and company name on Crozier Gala 2012 website
- Full page ad in the event program
- Listing in event program

PLENTIFUL SPONSOR \$5,000

- 2 tickets to the 2012 Crozier Gala
- Logo display on corporate underwriting board
- Logo and company name on Crozier Gala 2012 website
- Half page ad in the event program
- Listing in event program

Underwriting Guidelines

What You CAN Advertise

- The name of your business, store, service or event.
- Your businesses' location(s) and hours of operation and contact information.
- Brand names and descriptions of services that are sold.
- Value-neutral, qualitatively neutral descriptions of your product lines and services.

What You CAN'T Advertise

- Qualitative or comparative language. Do not compare similar businesses by saying that one is better than the other is; don't mention anything pertaining to the competition.
- Promotional statements. No "try them out," "I was there last week and..." or "They have great food and values."
- References to pricing information, sales, or discounts.
- Calls to action. No motivational language, such as "Call now," or "Stop in and see."
- Any language that would not be in line with the teachings of the Catholic Church.