



Kiwaniis[®]

CLUB OF ROANOKE

What is Kiwanis?

- The Kiwanis Club of Roanoke is one of the oldest and most active of the 15,000+ Kiwanis clubs worldwide and is the largest in VA/MD/WV
- Members include civic-minded citizens and corporate leaders from across the Roanoke Valley, as well as state and local government leaders and leaders of non-profit organizations

Who does Kiwanis help?

- Kiwanis has awarded over \$1,000,000 in grants to worthy local community organizations and projects including building the Kiwanis Centennial Playground for underserved children and families

Kiwanis supports causes across the Roanoke Valley

Aktion Club	Hope Tree
Blue Ridge Marathon	Key Clubs
Brain Injury Services	Make A Wish
Center in the Square	Meals on Wheels
CHIP Backpacks	Mill Mountain Theater
Clean Valley Council	Opera Roanoke
Grandin Theater Foundation	Virginia's Blue Ridge Ironman
Greenway Interpretive Signs	West End Center



What is KPAD?

- The Kiwanis Pancake and Auction Day (KPAD) is our annual fundraiser that drives the majority of our giving
- For the past 25 years we have sold between 2,000 and 4,000 tickets for our Pancake Breakfast held at the Berglund Center



Why is this year unique?

- This year, KPAD will coincide with the Spring Craft and Vendor Show which is expected to draw an additional 3,000 to 5,000 attendees to the Berglund Center
- KPAD signage will be prominently displayed and Kiwanis will be selling KPAD tickets at both the Fall 2022 and Spring 2023 Craft shows
- By holding KPAD simultaneously with the Spring Craft Show, we have the potential to help more people than ever.

How can you help?

Kiwanis is seeking to partner with sponsors at the following levels:

Platinum - \$7,500 (includes all Gold benefits)

- Extra large name/logo prominently featured in half page ad in Roanoke Times for 4 Sundays prior to event.
- Organization name featured in all Kiwanis Club of Roanoke media interviews/advertising/publicity
- Space to display banner inside Spring 2023 Craft Show at the Berglund Center
- Prominent placement to park corporate branded vehicle or a tent & table for public relations at KPAD event May 6th
- 100 KPAD tickets

Gold - \$5,000 (includes all Silver benefits)

- Large name/logo displayed in half page ad in Roanoke Times for 4 Sundays prior to event.
- Feature organization name/logo on Berglund Center marquee during KPAD event May 6th
- Feature organization name/logo on printed KPAD tickets
- Presentation of sponsor recognition plaque at Kiwanis Club of Roanoke meeting (press invited)
- 50 KPAD tickets

Silver - \$2,500

- Name/logo displayed in half page ad in Roanoke Times for 4 Sundays prior to event.
- Display banner inside KPAD event May 6th.
- Feature organization name/logo on all 3,000 printed placemats at the May 6 KPAD event.
- Feature organization name/logo on Sponsor Recognition Board displayed at weekly Kiwanis Club of Roanoke meetings and on Kiwanis Club of Roanoke website for one year.

Bid on the Mill Mountain Star



The Kiwanis Club of Roanoke has partnered with the City of Roanoke to auction off a 1 year sponsorship of the iconic Mill Mountain Star.

The winning bidder will have the exclusive right to use the Mill Mountain Star name and imagery in their company materials and advertising for the entire year.

They will also have a plaque commemorating their sponsorship placed at the base of the Star for all visitors to see and will be invited to the plaque dedication event which is well covered by local media.

Please visit www.roanokekiwanisclub.org/kpad or scan the QR code below to bid.



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THANK YOU!

CONTACT US:

540-761-6751

P.O. BOX 19313

Roanoke, VA 24019

Learn more at www.roanokekiwanisclub.org



Meetings are held weekly on Wednesdays in Charter Hall on the third floor of the Roanoke City Market Building located at 32 Market Square; also live-streamed on Zoom

Guests Welcomed!



Saturday
May 6, 2023

SPONSOR OPPORTUNITIES



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