



What is Kiwanis?

- Chartered over 100 years ago, the Kiwanis Club of Roanoke is one of the oldest and most active of over 15,000 clubs world-wide
- 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:

- Key Clubs at area High Schools
- Builder Clubs at area Middle Schools
- K-Kids at area Elementary Schools
- Phoenix Star Aktion Club
- Blue Ridge Marathon
- CHIP Backpacks
- Clean Valley Council
- Grandin Theatre Film Lab
- Roanoke Greenways
- Kids Fishing Day
- Meals on Wheels
- Academic Scholarships
- Grants to non-profits
- West End Center Holiday Party

What is KPAD?

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

How will we maximize your exposure?

- 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 Stocked Market and the Holiday 2023 Craft show
- By holding KPAD simultaneously with the Spring Craft Show, we have the potential to help more people than ever
- Mentions on promotional activities such as radio/TV/social media
- Feature organization name/logo on printed KPAD tickets
- Presentation of sponsor recognition plaque at Kiwanis Club of Roanoke meeting (press invited)



How can you help?

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

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

- Organization name featured in all Kiwanis Club of Roanoke media interviews/advertising/ publicity
- Feature organization name/logo on printed KPAD tickets (commitment required by Feb 16, 2024)
- Prominent placement to park corporate branded vehicle or a tent & table for public relations at KPAD event May 4th
- 100 KPAD tickets

Gold - \$2,500 (includes all Silver benefits)

- Feature organization name/logo on Berglund Center marquee during KPAD event May 4th
- Presentation of sponsor recognition plaque at Kiwanis Club of Roanoke meeting (press invited)
- 50 KPAD tickets

Silver - \$1,500

- Display banner inside KPAD event May 4th.
- Feature organization name/logo on all 3,000 printed placemats at the May 4th 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.
- 25 KPAD tickets

*Bid on
the
Star!*



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

The winning bidder will have the exclusive right to use the Roanoke 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.



THANK YOU!

CONTACT US:
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Learn more at www.roanokekiwanisclub.org



Meetings are held weekly on Wednesdays in Charter Hall on the third floor of the Roanoke City Market



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Opportunities**



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