



**PALMETTO WARRIOR CONNECTION**  
**RED, WHITE & BLUE JEAN BALL**  
— PRESENTED BY NUCOR STEEL —



# A CASUAL EVENT FOR A SERIOUS CAUSE

**THANK YOU FOR TAKING THE TIME TO CONSIDER SPONSORING THE RED, WHITE & BLUE JEAN BALL BENEFITING PALMETTO WARRIOR CONNECTION.**

## ABOUT THE RED, WHITE & BLUE JEAN BALL

Palmetto Warrior Connection's Red, White & Blue Jean Ball is a laid-back evening of enjoyment supporting Lowcountry Veterans and their families. A sophisticated departure from traditional fundraising events, the Red, White and Blue Jean Ball invites Charleston area residents to enjoy a laid-back Lowcountry Boil while sipping cocktails and brews and enjoying live entertainment, a silent auction, games and more! All proceeds from the event will benefit local veterans through Palmetto Warrior Connection.

## ABOUT PALMETTO WARRIOR CONNECTION

Transitioning from military to civilian life is not easy. It can be overwhelming for service members faced with deciding where to live and finding a job that supports the family. Palmetto Warrior Connection (PWC) helps South Carolina veterans and military spouses with every stage of their civilian career from start to finish. We are fighting the trend of under-employment through training and job search strategies that will lead Warriors to an in-demand career with pathways for advancement. PWC also supports veterans who have housing issues of any kind, and we serve as a referral point for all other community resources in 18 counties. Our goal is to help all service members determine what's next, and with YOUR help, we will succeed.

### WHEN

Friday, April 23, 2021  
6 p.m. – VIP Cocktail Hour  
7 p.m. – Event Begins

### WHERE

Founders Hall,  
Charles Towne Landing

### TICKETS

GA – \$50  
VIP – \$75



FEATURING  
**BRECKEN MILES  
& THE REVIVAL**



**CHSBLUEJEANBALL.COM • NOVEMBER 6 • FOUNDERS HALL**





**PALMETTO WARRIOR CONNECTION**  
**RED, WHITE & BLUE JEAN BALL**  
— PRESENTED BY NUCOR STEEL —



# SPONSORSHIP LEVELS

## RED \$5,000

- Presenting sponsor rights: “Red, White & Blue Jean Ball presented by (your company name/logo)”
- Prominent logo placement on event website with link back to corporate site
- Logo included on event step and repeat
- Verbal recognition at event
- Logo placement on event promotional billboards
- Prominent logo placement on all event related marketing materials including but not limited to press releases, posters, social media and email blasts
- Logo inclusion in online digital marketing campaign
- Logo inclusion in print advertising
- Verbal mention in local radio spots: 40X :30 spots on Kickin’ 92.5, 101.7 Chuck FM, and Mix 96 for 3 weeks (120 total = \$8,400 value)
- 16 VIP event tickets

## SILENT AUCTION \$2,000

- Logo placement on event website
- Logo on all auction bid sheets
- Logo placement on all event-related marketing materials including, but not limited to posters, social media and email blasts
- Opportunity for additional branding on silent auction tables
- 6 VIP event tickets

## BEVERAGE \$2,000

- Logo placement on event website
- Logo placement on all event-related marketing materials including, but not limited to posters, social media and email blasts
- Logo displayed at beverage stations
- 6 VIP event tickets

## WHITE \$3,500

- Logo placement on event website with link back to corporate site
- Logo placement on all event-related marketing materials including, but not limited to press releases, posters, social media and email blasts
- Logo inclusion in online digital marketing campaign
- Logo inclusion in print advertising
- Verbal mention in radio spots.
- Logo displayed at event
- 10 VIP event tickets

## HOMETOWN HERO \$500

- Logo placement on event website with link back to corporate site
- Logo placement on event marketing posters
- Logo displayed at event
- 2 VIP event tickets

## VIP \$2,000

- Logo placement on event website
- Logo placement on all event-related marketing materials including, but not limited to posters, social media and email blasts
- Opportunity for additional branding within VIP area
- 6 VIP event tickets

## BLUE \$1,500

- Logo placement on event website with link back to corporate site
- Logo placement on all event-related marketing materials including, but not limited to posters, social media and email blasts
- Logo displayed at event
- 6 VIP event tickets



**PALMETTO WARRIOR CONNECTION**

For more information, please contact:

**Laura Payne** • 843.377.2838 • [lpayne@palmettogoodwill.org](mailto:lpayne@palmettogoodwill.org)



**CHSBLUEJEANBALL.COM • NOVEMBER 6 • FOUNDERS HALL**