



**PALMETTO GOODWILL'S**  
**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 Goodwill's Red, White & Blue Jean Ball is a laid-back evening supporting Lowcountry Veterans and their families. A sophisticated departure from traditional fundraising events, we invite everyone to enjoy the finest Lowcountry cuisine, cocktails, brews, and a silent auction while jamming to live entertainment by Eddie Bush & The Mayhem! All proceeds benefit local veterans through Palmetto Warrior Connection.

## ABOUT PALMETTO WARRIOR CONNECTION

Palmetto Warrior Connection (PWC) helps South Carolina Veterans and spouses with every stage of transition to civilian life. From physical to psychological distress, many veterans returning home find it difficult to reintegrate into society, the workforce, and family life. These challenges can cause stress, depression, and feelings of isolation for both the veteran and their family members, making it difficult to achieve financial and emotional stability. Through training and job search strategies, Palmetto Warrior Connection is committed to lead veterans to in-demand careers with pathways for advancement. PWC also provides support and resources to veterans facing homelessness in 18 counties. Our goal is to help all service members determine what's next, and with YOUR help, we will succeed. Scan the QR code\* to see how Norman Glasgow, a U.S. Army Veteran, came to Palmetto Goodwill after being unemployed for over three months.

### WHEN

Friday, April 29, 2022  
 6 p.m. – VIP Cocktail Hour  
 7 p.m. – Event Begins

### WHERE

Founders Hall,  
 Charles Towne Landing

### TICKETS

GA – \$75  
 \$60 BEFORE 3/1/22  
 VIP – \$100





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# 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 \$2,500

- 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

- VIP Sponsor
- 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
- 14 VIP event tickets

## HOMETOWN HERO \$1,000

- 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

## 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



For more information, please contact:  
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