



## Organization & Event

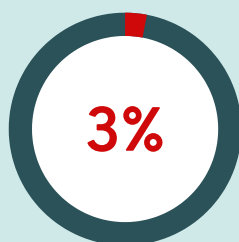
### NUMBERS & STATISTICS

Community involvement sets your business apart. We'd love the opportunity to partner with you as a sponsor for the Hopeful Hearts River Cruise. Sponsorship is more than just an act of kindness, it's a good business decision. Contribute to a worthy cause, show the human side of your business and find qualified leads and compatible customers that appreciate your commitment to philanthropy in one stroke.



#### OUR STORY:

The Joe Beretta Foundation was established in 2016 when the Beretta family lost their husband/father to heart failure and learned the dire challenges most patients face.

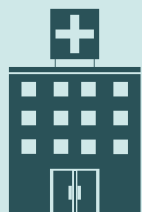


#### THE NEED:

Only 3% of hospitals are able to treat advanced heart failure; because of this most patients must travel to receive care. The majority of patients are left stressed, scared, isolated and far from home.

### BECAUSE WE BELIEVE NO ONE SHOULD SUFFER ALONE:

TJBF exists to meet the practical needs of advanced heart failure patients and their families by providing emergency housing, emotional support & stability in crisis.



#### THE COMMUNITY WE PROUDLY SERVE:

We currently serve patients in four hospitals in two cities, including UPMC in Pittsburgh. Additionally, we're actively working to partner with other Pittsburgh hospitals.



#### OUR IMPACT:

Since our inception in 2016, we've assisted **650+** individuals, provided over **1,800** nights of stay and prevented **70** families from facing the impossible choice between homelessness or hospice.

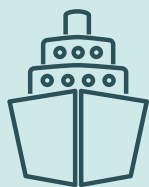
### HOPEFUL HEARTS RIVER CRUISE:

Our inaugural Hopeful Hearts River Cruise fundraising event will take place on **Saturday, August 14, 2021** on the Gateway Clipper's Duchess vessel. Each ticket includes a delicious meal in a memorable atmosphere, two drink tickets (+ a cash bar), entertainment, a tremendous silent auction, a VIP after-party option, and more. Standard tickets are \$150 each, VIP tickets are \$250 each.



#### OUR VENUE:

For over 60 years, the Gateway Clipper fleet has sailed the Three Rivers hosting Pittsburgh sightseeing and dining cruises. We look forward to a beautiful, memorable evening with Pittsburgh's picturesque skyline as the backdrop.



#### OUR ATTENDEES:

The Hopeful Hearts River Cruise is an exclusive event with a limited number of tickets available. Due to ticket pricing acting as a qualifier, our average attendee has a medium to high level of disposable income.

**PLEASE NOTE: CDC & LOCAL GUIDELINES WILL BE FOLLOWED AT THIS EVENT.**

# SPONSORSHIP OPPORTUNITIES

	TITLE	GOLD	SILVER	BRONZE
Event naming rights	★	✗	✗	✗
Inclusion of Logo on all marketing materials	★	✗	✗	✗
Opportunity for designated representative to speak during program	★	✗	✗	✗
Visual Representation during event program	★	★	✗	✗
Inclusion in widely distributed press release	★	★	✗	✗
Social Media Highlight across all TJBF channels	★	★	★	✗
Recognition during digital marketing	★	★	★	✗
Verbal Recognition during event program	★	★	★	★
# of Complimentary VIP Tickets provided	<b>10</b> (\$2,500 value)	<b>6</b> (\$1,500 value)	<b>4</b> (\$1,000 value)	<b>2</b> (\$500 value)
Acknowledgement in printed event program	Full Page	1/2 Page	1/4 Page	1/8 Page
Event photos for promotional use	★	★	★	★
Opportunity to place item or literature in VIP Bag	★	★	★	★
For your gift of	\$10,000	\$5,000	\$2,500	\$1,000

For more information please contact Executive Director, Davey Shepherd, at 615-852-7804 or [daveyshepherd@TJBF.org](mailto:daveyshepherd@TJBF.org)

LEARN MORE AT: [WWW.TJBF.ORG](http://WWW.TJBF.ORG)



@IHEARTTJBF



# SPONSOR AGREEMENT

THANK YOU FOR PARTNERING WITH US!

The Joe Beretta Foundation is a 501(c)(3), non-profit agency. For your convenience, a tax receipt will be mailed after your donation is received.

**DONOR NAME:**

**SPONSORSHIP AUTHORIZED BY:**

**SPONSORSHIP LEVEL:**

☐ \$10,000 TITLE SPONSOR

☐ \$5,000 GOLD SPONSOR

☐ \$2,500 SILVER SPONSOR

☐ \$1,000 BRONZE SPONSOR

**METHOD OF PAYMENT:**

☐ CASH

☐ CREDIT

☐ CHECK

**POINT OF CONTACT FOR FOLLOW-UP:**

NAME:

PHONE:

E-MAIL:

I agree to partner financially with The Joe Beretta Foundation, EIN: 81-3849103 at the sponsorship level stated above. I understand my payment, logo, and any other pertinent materials must be received by The Joe Beretta Foundation **no later than 7/30/21**.

SIGNATURE

DATE

Please return this form to your contact or send it directly to Executive Director, Davey Shepherd, at daveyshepherd@TJBF.org or P.O.Box 777 Mt. Juliet, TN 37121. Davey can be reached at 615-852-7804 to address any questions, comments or concerns.

LEARN MORE AT: [WWW.TJBF.ORG](http://WWW.TJBF.ORG)



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# AUCTION AGREEMENT

THANK YOU FOR PARTNERING WITH US!

The Joe Beretta Foundation is a 501(c)(3), non-profit agency. For your convenience, a tax receipt will be mailed after your donation is received.

**DONOR NAME :**

**DESCRIPTION OF DONATION:**

**ESTIMATED FAIR MARKET VALUE OF DONATION:**

**RESTRICTIONS ON DONATION (IF APPLICABLE):**

**HOW SHOULD WE OBTAIN YOUR DONATION?**

**POINT OF CONTACT FOR FOLLOW-UP:**

NAME:

PHONE:

E-MAIL:

MAILING ADDRESS:

The undersigned agrees to provide the above donation(s) to the The Joe Beretta Foundation, EIN: 81-3849103, for use in the Hopeful Hearts River Cruise auction. I understand my donation must be received by The Joe Beretta Foundation no later than **7/30/21**.

SIGNATURE

DATE

Please scan and e-mail this form to Carrie Burdy at [carrieb@TJBF.org](mailto:carrieb@TJBF.org) and CC [gloriaa@TJBF.org](mailto:gloriaa@TJBF.org).

Alternatively, you may print and mail it to 744 Chesapeake Ave. Pittsburgh, PA 15237.

Please call Carrie at (412) 475-3018 with any questions, comments or concerns.

LEARN MORE AT: [WWW.TJBF.ORG](http://WWW.TJBF.ORG)



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# IN KIND DONATION AGREEMENT

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