

RCAP SOLUTIONS HAS “GONE TO THE BIRDS”

RCAP Solutions is planning an exciting new event on **Thursday, September 18, 2014** to celebrate its 45th year of service to the community. This unique fundraising gala will feature a birdhouse auction to raise funds and build awareness of RCAP Solutions, the programs we offer and the clients we serve.

SUPPORTING THE LOCAL COMMUNITY

While RCAP Solutions offers many types of programs supporting individuals, families, communities and small businesses across the northeastern U.S., the funds raised for this event will support our Client Resources Programs, which assist local families throughout Worcester County.

WHY SHOULD YOU CONSIDER SUPPORTING THIS EVENT?

Fundraising has become vitally important for our organization. The need for our services is growing on a daily basis, yet program funds are shrinking. More and more families are in need of emergency shelter and other critical services. **The need is real**, record numbers of homeless families are straining the state’s shelter system, with over 4,000 families finding temporary housing in motels and shelters across the state. RCAP Solutions works with hundreds of families each year, providing the necessary stabilization services for those in need, in order to keep them safe, healthy and in permanent housing.

WHY BIRDHOUSES?

Birdhouses provide temporary, protective shelters for birds while they nest and raise a family. The very idea of birdhouses conjures up images of family, safety and conservationism, a perfect bridge to promoting RCAP Solutions’ goal of providing safe and affordable housing for our clients.

SHOWCASING LOCAL ARTIST TALENT

This theme provides a blank slate for artists to creatively express what “home” means to them. Their artwork can include any type of medium ranging from decorated birdhouses to photography, jewelry, paintings, sculptures and more. This theme resonates with everyone and will produce a product that everyone will want to see, support and be a part of.

ENGAGING THE LOCAL COMMUNITY

Our focus is on Worcester County. The Event will be held at Tower Hill Botanic Garden in Boylston and we are partnering with local businesses and organizations in sponsorship, promotion and participation. Our works of art will be displayed throughout the entire central Mass region leading up to the auction event.

FOR MORE INFORMATION, PLEASE CONTACT:

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GONE TO THE BIRDS GALA & BIRDHOUSE AUCTION:

September 18, 2014 | 5 - 8 PM | Tower Hill Botanic Garden, 11 French Drive, Boylston, Ma

SPONSORSHIP OPPORTUNITIES ARE LOCATED ON THE OPPOSITE PAGE



Benefits of Event Sponsorship – At All Levels

This event will draw strong publicity based on the unique theme, our community partners and artist connection.

Your business will be well recognized.

- Great opportunity for publicity, regional visibility and philanthropy
- Year-long promotion and partnership
- Complimentary tickets to the “Gone to the Birds” Gala event
- Recognition during the event and visibility in event program
- Website and social media recognition
- Monthly updates on the status and progress of event planning and marketing
- Great opportunity to help shape and support a new community fundraiser

Presenting Sponsor - \$10,000

This Exclusive Opportunity includes name recognition and logo in all event marketing.

As Presenting Sponsor, your business will be associated with the event name, so the two will become simultaneously connected. Beginning with the first press release announcing the event, to the final thank you after the event itself, your business will be recognized as the Presenting Sponsor. This premier opportunity essentially includes an entire year of recognition. This is the only exclusive opportunity available to this event and includes first right of refusal for sponsorship in 2015.

Benefits of Presenting Sponsor

- Special press release and social media announcement revealing partnership
- Your name and logo will be prominently displayed on all marketing material, including:
save the date cards; invitations; event business cards; event tickets; promotional video; signage; posters; brochures; email marketing; social media and event website
- Year-long promotion
- Twelve complimentary tickets to event
- Recognition and speaking opportunity during event
- Promotional table for marketing material display at event
- Logo on cover of event program
- Full page ad in event program
- First right of refusal for 2015 event
- **Finally... Pick your favorite bird and name for this sponsorship, we'll sing your praises!**

Snowy Owl: \$5,000

One of the few birds that can get even non-birders to come out for a look. This large North American owl shows up in winter to hunt in windswept fields, a pale shape with catlike yellow eyes.

- Ten complimentary tickets to gala event
- Half page ad in event program
- Enhanced website and social media promotion

Northern Cardinal: \$2,500

Responsible for getting more people to open up a field guide than any other bird. A perfect combination of familiarity, conspicuousness, and style: a shade of red you can't take your eyes off.

- Eight complimentary tickets to gala event
- Quarter page ad in event program

Yellow Warbler: \$1,000

North America has more than 50 species of warblers, but few combine brilliant color and easy viewing quite like the Yellow Warbler. In summer, the buttery yellow males sing their sweet whistled song from willows, wet thickets, and roadsides across almost all of North America.

- Six complimentary tickets to gala event
- Company Logo in event program

Indigo Bunting: \$500

The all-blue male Indigo Bunting sings with cheerful gusto and looks like a scrap of sky with wings. Sometimes nicknamed "blue canaries," these brilliantly colored and widespread birds whistle their bouncy songs through the late spring and summer all over eastern North America.

- Four complimentary tickets to gala event
- Listing in event program

Pileated Woodpecker: \$250

The Pileated Woodpecker is one of the biggest, most striking forest birds on the continent. It's nearly the size of a crow, black with bold white stripes down the neck and a flaming-red crest. Look (and listen) for Pileated Woodpeckers whacking at dead trees and fallen logs in search of their main prey, carpenter ants, leaving unique rectangular holes in the wood.

- Two complimentary tickets to gala event
- Listing in event program

RCAP Solutions is a 501(c)3 organization and donations are tax deductible.