



Will's 5th Annual Carnival for a Cause

Benefiting Alana Rose Foundation

Event & Sponsorship Packet

October 7th, 2018 | 1:00 pm - 5:00 pm
Chickberry Farms | Laurel, De

About the Carnival

My name is Will Kenney. I am a 16-year-old High School student that has passion for our community. For the past four years I have held an annual Carnival benefiting different charities that are near to my heart. In the past 4 years, with the support of businesses, family, friends in my community, I have raised over **\$33,000** for two charities. My exciting, family friendly Carnival grows each year consisting of 39 carnival style games, six rides, great food, live entertainment, silent auction and much more.

About Alana Rose Foundation

Alana Rose Foundation believes that, no matter the degree of hardship, no child should fight their terminal or life-threatening illness alone. Their hard work provides financial relief to those families who are facing financial strain and the uncertainty of having their child tomorrow. Alana Rose Foundation works closely with the Social Workers at A.I Dupont Hospital for Children to submit intakes on behalf of qualified families. In two years they have helped 89 Families with over \$32,000 to help their families "STAY FAMILYSTRONG"

www.thealanarosefoundation.org | Follow them on Facebook



Sponsorship Opportunities



Will's 5th Annual Carnival for a Cause



All Sponsorships, in-kind donations, & silent auction items
DUE BY SEPTEMBER 21ST

Benefits To Business	Gold \$500	Silver \$250	Bronze \$100	In-kind Based on value
Website Recognition via alanarosefoundation.org	Link & Logo for 1 year + listed on Sponsor & event tab	Link & Logo for 1 yr on ARF Sponsor Page	n/a	Link & Logo For 1 yr on ARF Sponsor Page
Social Media Shares	Facebook , Will's Cause Event Page ARF	Facebook , Will's Cause Event Page ARF	Facebook Event Page	Facebook , Will's Cause Event Page ARF
Print Release (Print, Flyer, etc)	Title Logo	Large Logo	Name Recognition	Large Logo
Press Release Recognition	Title Name Recognition	Name Recognition	n/a	Name Recognition
Verbal Recognition at Event	Title Sponsor & Opportunity to Speak	Name Recognition	Name Recognition	Name Recognition
Promotional Material at Event	Banner &,Brochures, Handouts, Giveaways	Brochures, Handouts	Business Cards	Brochures, Handouts, Giveaways
T-shirt Recognition	Title Name Recognition	Name Recognition	Name Recognition	Name Recognition

Commitment Form

o Yes, I would love to help Will and his Cause!

Sponsor Package: ___ Gold ___ Silver ___ Bronze ___ In-Kind ___ Other

Company Name: _____

Contact Info: _____

Payment: Check # _____ Made to Alana Rose Foundation

Mail to: P.O Box 1241 Ocean View, De 19970

For Credit Card Donations visit: (**Tax Id will be emailed after donation)

Alanarosefoundation.org/donations or under the event tab on the webpage

To send Logo's & Websites: Email Alexa@alanarosefoundation.org

Thank you for your support!



A Message from Will

Dear Potential Supporter,

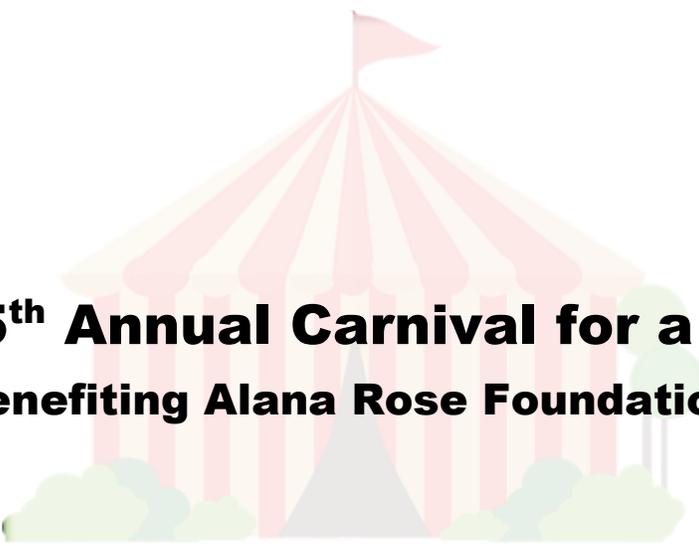
I am writing this letter in hopes to receive generous donations to help my event. I hope that my Carnival, and Alana Rose Foundation, seems worthy of your support and contribution. I promise to recognize your business as a proud partner for Will's Carnival for a Cause in return for your gratitude and thoughtfulness. With your support, we can continue to grow this entertaining carnival so we can give hope for families in the hospital facing the uncertainty of tomorrow. Alana Rose Foundation supports the families who's children are terminally ill, so those families are counting on me and you. I plan to do my best to make a fun, entertaining and profitable event at Will's Carnival for a Cause and Alana Rose Foundation.

We rely on the help from our community to fund projects like these, and in return our community and our children benefit from your help. Would you please consider helping me grow this Carnival, so we can support a foundation that means a lot to me and the families they serve? If you feel you can help in a way not listed in this package, I am open to all recommendations, and please contact me with any questions at 302-339-7460 or skenney91368@gmail.com.

Sincerely with many thanks,

Will Kenney





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Dear _____,

Will's 5th Annual Carnival for a Cause will be held on October 7th, 2018 from 1pm-5pm at Chickberry Farms in Laurel, De. The Carnival consists of carnival style games, fun rides for children, a silent auction, many forms of entertainment, food, and family activities and benefits local charities in our community. All funds will be used to keep families "Staying Family Strong" and benefits Alana Rose Foundation this year. Your contribution is greatly appreciated and makes a difference in the lives of our local families facing the uncertainty of tomorrow.

Please use this as recognition for your support, and a receipt for your donation.

Thank you for your donation of _____

Date of Donation _____ Type: (money/in-kind/Sponsorship)

Value: _____ Person of Contact/Responsible: _____

Benefits honored to donor:

Tax Id: 47-4454857

With abundant gratitude,

Will Kenney