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April 15, 2025

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Leah Feldman

Dear Community Partner,

We are looking forward to our **2025 Family of the Year Awards** celebration and are excited to announce that we will host this event on Thursday, July 10<sup>th</sup> at 5:30pm, at The Grandview in Poughkeepsie.

The *Family of the Year Awards* celebration is our signature event recognizing local families and individuals whose support and community contributions have made memorable and positive impacts throughout the Hudson Valley. This year, along with Honorary Chairs Michael Dupree & Michael Fleischer we will pay special tribute to:

**The Ascienzo Family Foundation– Right to Thrive Award  
and  
Alex Tuller & Dean Temple – Community Partner Award**

The *Family of the Year Awards* celebration brings together our area's most involved and energetic community members, civic representatives, and business leaders to celebrate these honorees and to help Family Services achieve our mission. Last year, nearly **19,000** children, adults and families were supported through our Community Programs and Behavioral Health Centers.

We are writing to ask you to join us as a sponsor of the event. Our sponsorships offer an impressive array of benefits that will put you and your company in front of hundreds of local influencers and business owners. Your support of *Family of the Year* enables us to continue delivering crucial programming which strengthens our Hudson Valley and helps us in supporting everyone's right to thrive.

Enclosed you will find complete sponsorship information. If you have any questions, please contact our Manager of Marketing & Events, Kerri Minet at 845-250-5272 or email at [kminet@familyservicesny.org](mailto:kminet@familyservicesny.org)

With warm regards,

Leah Feldman  
Chief Executive Officer

Kerri Minet  
Marketing & Events Manager

Family Services' programs are funded in part by:



Michael Fleischer & Michael Dupree  
**Honorary Event Committee Chairs**



Family Services' 2025  
Family of the Year Awards  
The Grandview, Poughkeepsie  
Thursday July 10, 2025

# YES!

I/We will sponsor the Family of the Year Awards at the following level:

SPONSOR LEVEL	GIFT AMOUNT	BENEFITS
<input type="checkbox"/> Diamond (2 Available)	\$10,000	10 tickets • Premier digital and print acknowledgement • Podium recognition • Inclusion on print invitation (deadline 4/30) • Full screen x2 digital ad • Mention in event radio ad (deadline 4/30) <b>Choice of an exclusive sponsor opportunity</b> (1 <sup>st</sup> come, 1 <sup>st</sup> serve basis) • <b>Dessert Sponsor</b> - Your logo on a cookie served at dessert • <b>Cocktail Hour Sponsor</b> - Your logo on cocktail napkins
<input type="checkbox"/> Platinum (3 Available)	\$7,500	8 tickets • Premier digital and print acknowledgement • Podium recognition • Inclusion on print invitation • Full screen digital ad. <b>Choice of an exclusive sponsor opportunity</b> (1 <sup>st</sup> come, 1 <sup>st</sup> serve basis) • <b>Welcome Sponsor</b> - Your logo on guest name tags • <b>Presentation Sponsor</b> - Your logo on signage on event stage • <b>Silent Auction Sponsor</b> - Your logo on silent auction bid sheets and signage
<input type="checkbox"/> Gold	\$5,000	6 tickets • Premier digital and print acknowledgement • Podium recognition • ½ screen digital ad • <b>Table Sponsor</b> (Your branding on a dinner table at the event)
<input type="checkbox"/> Silver	\$2,500	4 tickets • Digital and print acknowledgement • ½ screen digital ad
<input type="checkbox"/> Bronze	\$1,750	2 tickets • Digital and print acknowledgement • ¼ screen digital ad

☐ I am unable to sponsor, but would like to make a gift of:

☐ I would like to purchase \_\_\_\_\_ tickets/additional tickets at \$200/ea.

Print quality logo must be received by May 9, 2025  
Email to Carmen Chu at [cchu@familyservicesny.org](mailto:cchu@familyservicesny.org)

*\*Diamond and Platinum exclusive sponsor opportunities are available to event only sponsors*



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## Specialty Sponsorships

Specialty Sponsorships are exclusive except where noted. ½ page digital acknowledgement included.

# YES!

I/We will sponsor the Family of the Year Awards at the following level:

SPONSORSHIP	GIFT AMOUNT	BENEFITS
<input type="checkbox"/> Valet	\$1,000	Your branding on signage stationed at the Valet booth
<input type="checkbox"/> Award	\$1,000	Recognition from the CEO at the podium when awards are presented to families
<input type="checkbox"/> Amplify	\$1,000	Recognition from podium during opening remarks as the Audio/Visual Sponsor
<input type="checkbox"/> Thrive (5 available)	\$2,000	Your sponsorship will allow community champions and Family Services' staff to attend the event. You will get recognition from the CEO at the podium as well as an acknowledgement email sent to all staff and partners with your business info included
<input type="checkbox"/> Hope (5 available)	\$2,000	Your sponsorship will allow Family Services' clients to attend and be celebrated for their resilience. You will get recognition from the CEO at the podium and digital acknowledgement during program
<input type="checkbox"/> Strike-a-Pose	\$3,000	Your logo on printed photobooth pictures distributed to event guests
<input type="checkbox"/> Wine Grab (Liquor Store Exclusive)	In-Kind	Donate 50 assorted wines to support our wildly popular "Wine Grab" event and your branding will be on Wine Grab signage and all gift bags containing the wine
<input type="checkbox"/> Parting Gift	In-Kind	Supply parting gift with your branding to be distributed to approximately 350 guests (Prior approval by Family Services is required)
<input type="checkbox"/> Party Favor	In-Kind	Supply party favor with your branding to be placed on tables for approximately 350 guests (Prior approval by Family Services is required)

☐ I am unable to sponsor, but would like to make a gift of:

\$

☐ I would like to purchase \_\_\_\_\_ tickets to the event at \$200/ea.

Print quality logo must be received by May 9, 2025

Email to Carmen Chu at [Cchu@familyservicesny.org](mailto:Cchu@familyservicesny.org)



### Full Color Digital Acknowledgements

Your acknowledgement will rotate on large screens throughout the event.  
Please note that the acknowledgement cannot solicit sales.

## YES!

**I/We will purchase a digital acknowledgement for the Family of the Year Awards:**

ACKNOWLEDGEMENT	AMOUNT	SPECIFICATIONS- W x H
<input type="checkbox"/> Full Screen	\$1,000	1920 px (W) x 1080 px (H)
<input type="checkbox"/> Half Screen	\$750	970 px (W) x 1080 px (H)
<input type="checkbox"/> Quarter Screen	\$500	970 px (W) x 520 px (H)

**Acknowledgements must be sent in JPEG format and in the specified size to  
Carmen at [Cchu@familyservicesny.org](mailto:Cchu@familyservicesny.org) by June 27, 2025. Ad design is available upon request.**



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## 2025 Family of the Year Sponsorship Contact Information

Sponsorship being purchased: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Make checks payable to **Family Services** with "Family of the Year" as memo.

Visa/MasterCard/Amex # \_\_\_\_\_ Exp Date: \_\_\_\_\_

CVV#: \_\_\_\_\_ Street Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please mail sponsorship to:**  
Family Services  
Attention: Kerri Minet  
29 North Hamilton Street  
Poughkeepsie, NY 12601

Or email intent to sponsor to Kerri Minet at [kminet@familyservicesny.org](mailto:kminet@familyservicesny.org) if invoice is needed.