



## BLUE RIDGE INSTITUTE SPONSORSHIP PACKET

Business & Conference Events for 2018

[BlueRidgeLeaders.org](http://BlueRidgeLeaders.org)

#BRI2018

#BRIROCKS



**Contact:**

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**Venue:**

Fontana Village Resort

300 Woods Road  
Fontana Dam, North Carolina, 28733  
(828) 498-2211

JULY 22 to July 27, 2018

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Platinum Sponsor

Gold Sponsor

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Sponsor Form & Images of the Resort

Sponsor Application

**Confidentiality Information** This material contained in our response and any material or information disclosed during discussions of the proposal represents the proprietary, confidential information pertaining to Blue Ridge Institute services, methodologies and methods.



Dear Prospective Sponsor and Partner,

I am contacting you regarding a sponsorship opportunity to become involved with supporting, investing and networking with BRI members. On July 22, 2018, Blue Ridge Institute will host an annual business and leadership conference in the beautiful mountains of North Carolina. This event, titled The Blue Ridge Institute, will attract 150+ social cause organizations and professional CEO's from around the United States.

Last year, we drew 159 executive attendees and the participation of many well-known sponsors. The conference was marketed as a leadership networking event for business and professional development. The event drew many industry related service companies. Over 65 percent of the attendees purchased products from the event and additionally 70 percent of our registered members have joined our online social media communities to include Facebook, LinkedIn, Instagram, Twitter, and/or BRI's website subscription blog. We invite you to become part of this incredible BRI Event for 2018. This year is a special year where we will celebrate our 91st anniversary and we are moving the conference back to North Carolina, the original state where the conference first began back in 1927.

In addition to being listed on all advertising and press as a sponsor of the event, your company/organization will have the opportunity to host a vendor booth at the event to display products/services. Sponsorship benefits such as promotional material in all conference packets may be used to drive traffic to your company. You will also receive a full contact list of all BRI attendees.

We hope to have the opportunity to share our full presentation of sponsorship benefits with you in the near future. We will contact you soon to decide on a meeting date. In the meantime, please do not hesitate to contact me at 727-410-3874 or [gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) or Venita Garvin at 305-498-8779 with any questions. Please review this packet and let me know if you have any questions. On behalf of all of us at BRI, we can't wait to meet you in person at the beautiful Fontana Village Resort!

Grace-Anne Alfiero, MFA  
Blue Ridge Institute  
Development Committee Chairperson

Venita Garvin  
Blue Ridge Institute  
Board Chairperson

## The Blue Ridge Institute: A Legacy of Learning, Leading and Renewal for Service Executives, a Marketing, Networking and Product Exposure Opportunity for your Company!

In 1927, a group of 56 dedicated people from throughout the southeast, from what has come to be known as the field of social welfare, social justice and/or human services, came together at a YMCA Camp in the mountains outside of Asheville, NC. They had responded to an invitation from a small group of leaders in Richmond, Virginia who had a vision of a learning experience that would not only help to build leadership and professional skills, but would also provide the opportunity for private and public agency heads to learn from each other.

From that first two-week session, they began to realize that they could also provide personal and moral support to each other so they could return to their communities and continue to strive to achieve excellence in this rapidly changing field. Little could they have imagined that what they were doing was setting in motion an institute that nine decades later has touched the lives of thousands of community service executives throughout the southern United States.

Every year over 150 leaders in the non-profit/academic/and human services industry meet to attend a life changing conference filled with expert presenters and speakers. The Blue Ridge Institute, through its learning programs, leadership development, and fellowship, has become one of the premier leadership development forces in the south. Today, the Blue Ridge Institute (BRI) is a reflection of its roots in the history of our country, yet fully and completely shaped by its southern heritage and its evolution as an institution steeped in tradition, while adapting to its ever-changing membership. We also boast a youth leadership academy where member's children and grandchildren also engage in leadership activities.

We invite you and your company to join in supporting and being part of this amazing tradition. There are so many reasons to sponsor BRI, please look through this packet to discover this unique opportunity to expose the intricate benefits and information about your company with some of America's most innovative, progressive and successful leaders!



*A vintage photo of one of the first BRI conferences held in Black Mountain, NC in the late 1920's*

## **BRI ANNOUNCES FOUR INCREDIBLE SPEAKERS FOR 2018 CONFERENCE!**



**Tony Porter** is an author, educator and activist working to advance social justice issues and Chief Executive Officer of A CALL TO MEN. Porter is internationally recognized for his efforts to prevent violence against women while promoting a healthy, respectful manhood. He is a leading voice on male socialization, the intersection of masculinity and violence against women, and healthy, respectful manhood. Porter's 2010 TED Talk has been named by *GQ Magazine* as one of the "Top 10 TED Talks Every Man Should See."

Porter is an adviser to the National Football League, National Basketball Association, National Hockey League and Major League Baseball, providing policy consultation, working extensively with player engagement, and facilitating violence prevention and healthy manhood training. He is an international lecturer for the U.S. State Department, having extensive global experience including Brazil, India and Africa, and has been a guest presenter to the United Nations Commission on the Status of Women. Porter has worked with the United States Military Academy at West Point and the United States Naval Academy at Annapolis.

He is sought after for his in-depth understanding of the collective socialization of men, and has served as a script consultant for the Emmy Award-winning television series "Law & Order: Special Victims Unit." Porter is the author of "Breaking Out of the Man Box" and the visionary for "NFL Dads: Dedicated to Daughters."

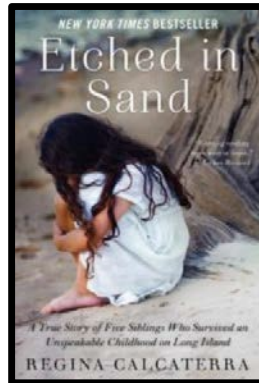
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**Debra Nixon, Ph.D.**, has more than 30 years of community service, corporate training and coaching experience. A social scientist, researcher, former university psychotherapy professor, and diversity and inclusion expert, she helps organizations and companies navigate through tough leadership, diversity and organizational development challenges. She's appeared on CNBC, FOX and many local, regional and national media. Dr. Nixon retired from academia to dedicate herself to helping global corporations, CEOs, and spiritual and business leaders who are committed to not only making a difference in their respective organizations, but also the world.



*Dr. Nixon's credentials are just part of the equation that validate her expertise. It is her gift of superb interpersonal skills that allow her to navigate sensitive topics while motivating her audience to engage in candid and productive discussions. Quite frankly, she is the real deal!—Drew Berry, Emmy-winning President and CEO of Drew Berry & Associates.*





## Regina M. Calcaterra

Regina is a partner at the law firm of Wolf Haldenstein where she practices securities, consumer and federal civil rights litigation. Prior to joining Wolf Haldenstein, she served as Executive Director to two of the New York State Governor's statewide investigatory commissions, Deputy General Counsel to the New York State Insurance Fund, Chief Deputy to the Suffolk County Executive Steven Bellone, Deputy General Counsel to the New York City Employees' Retirement System, Director of Intergovernmental Relations to the New York City Comptroller and a partner in a securities litigation firm.

Regina Calcaterra's memoir *Etched in Sand, A True Story of Five Siblings Who Survived an Unspeakable Childhood on Long Island* (HarperCollins Publishing, 2013) is a #1 international best-seller and a New York Times best-seller. As a result of *Etched in Sand's* messages of resilience, optimism, the plight of foster children, that no child is a lost cause and how we can all positively impact the life of a child in need, it has been integrated into college and high school curricula throughout the U.S. and been selected for community reads. She is also co-author of *Etched in Sand's* sequel which she wrote with her younger sister Rosie Maloney, *Girl Unbroken, A Sister's Harrowing Journey from the Streets of Long Island to the Farms of Idaho* (HarperCollins Publishing, 2016). *Girl Unbroken* has also been integrated into college curricula alongside *Etched in Sand*.

*Etched in Sand's* and *Girl Unbroken's* impactful messages include those of resilience, optimism and perseverance; how kind acts can forever impact a child in need; the vital role of the public library system, public education and the public university system on impoverished children; how educators can forever impact transient children; that no child is a lost cause; childhood hunger, poverty, abuse, abandonment & homelessness; the power of sibling bonds; risk of homelessness for young adults aging out of foster care parentless; determination to succeed regardless of social status; and breaking the cycles of addiction, alcoholism, child abuse, homelessness and incarceration.

Regina speaks nationally on issues related to foster care, specifically the plight of older foster youth and childhood poverty, abuse and homelessness.



## Sister Simone Campbell

Sister Simone Campbell has served as Executive Director of NETWORK since 2004. She is a religious leader, attorney and poet with extensive experience in public policy and advocacy for systemic change. In Washington, she lobbies on issues of peace-building, immigration reform, healthcare and economic justice. Around the country, she is a noted speaker and educator on these public policy issues.

During the 2010 congressional debate about healthcare reform, she wrote the famous “nuns’ letter” supporting the reform bill and got 59 leaders of Catholic Sisters, including LCWR, to sign on. This action was cited by many as critically important in passing the Affordable Care Act. She was thanked by President Obama and invited to the ceremony celebrating its being signed into law.

In 2012, she was also instrumental in organizing the “Nuns on the Bus” tour of nine states to oppose the “Ryan Budget” approved by the House of Representatives. This budget would decimate programs meant to help people in need. “Nuns on the Bus” received an avalanche of attention across the nation from religious communities, elected officials and the media. She recently led a new cross-country Nuns on the Bus trip (May 28 through June 18, 2013), focused on comprehensive immigration reform.

Sister Simone has often been featured in the national and international media, including recent appearances on 60 Minutes, The Colbert Report, and The Daily Show with Jon Stewart. She has received numerous awards, including the “Defender of Democracy Award” from the international Parliamentarians for Global Action and “Health Care Heroes Award” from Families USA. In addition, she has been the keynote or featured speaker at numerous large gatherings, including the 2012 Democratic National Convention.

## WHO ATTENDS BRI?

# DEMOGRAPHY

23%

New Attendees

67%

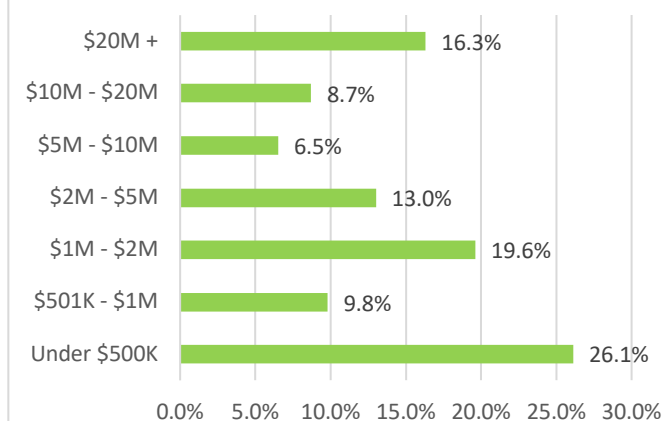
Existing

20%

Sponsors/Guests

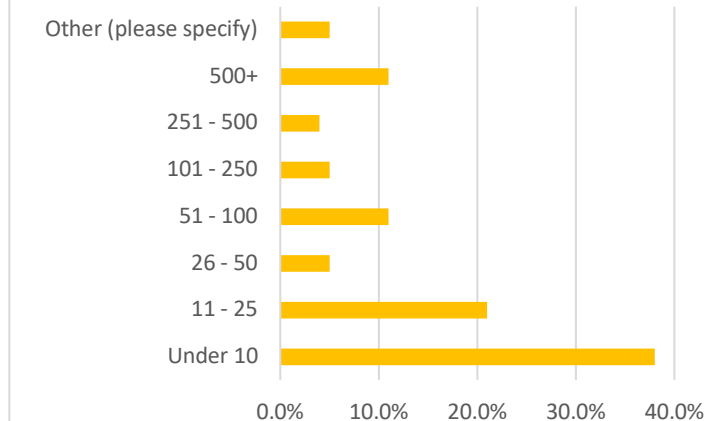
Get involved with high prospective business leaders who can drive your business performance.

### Organizational Budget



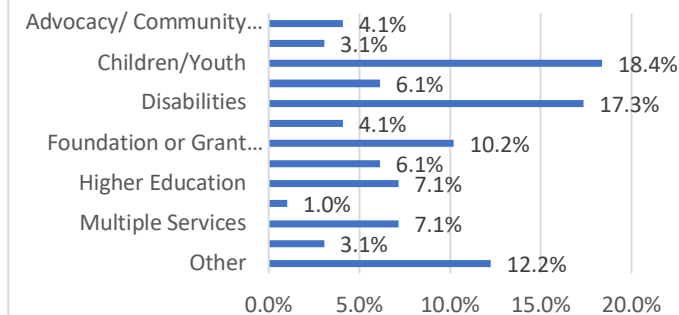
Wide variety of agency sizes.

### Number of FTEs



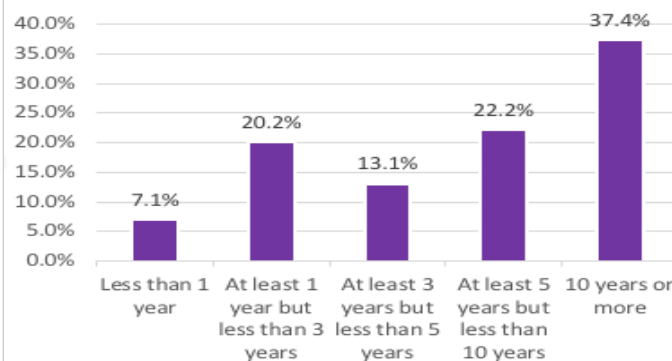
Diversity in amount of organizational staff.

### Category of Organizational Mission



BRI leaders embody several categories of social service programs.

### Years in Current Position



From emerging leaders to seasoned veterans, BRI represents with experience!



## Our 2017 Conference Sponsors



United Way  
of Greater Cincinnati



MUTUAL OF AMERICA  
Your Retirement Company



# BRI SPONSORSHIP OPPORTUNITIES:



## Presenting Sponsor - \$15,000

One Available

- Title Sponsor with company name and logo on all conference promotional materials
- Conference book: front cover recognition, full page ad, back cover ad
- Company logo on BRI website with live link to your company and brief description of your product or service
- Display table at conference
- 2 night-stay at Fontana Village Resort for company rep in hotel\*
- Full conference participation for one company representative
- 10-minute welcoming opportunity (live speaker and/or video)
- Opportunity to provide promotional materials in conference attendee packets

## Platinum Sponsor - \$10,000

Two Available

- Organization name, logo and sponsor level on all conference materials – signage, registration materials
- Conference book: full-page ad
- Company logo on BRI website with live link to your company
- Display table at conference
- 1 night-stay at Fontana Village Resort for company representative in hotel\*
- Participation for 1 attendee in all activities
- Opportunity to provide promotional materials in conference attendee packets

\*hurry, hotel offer ends April 15<sup>th</sup>!

**BEST SPONSOR VALUE !  
BEST ACCESS TO BRI AUDIENCE !**

# BRI SPONSORSHIP OPPORTUNITIES

continued

## **Gold Sponsor - \$5,000 (unlimited)**

(With one sponsorship available for Giving Tree Music Drumming Workshops and one for YLA.)

- \* Organization name, logo, & sponsor level on all conference materials.
- \* Conference Book ½ Page Ad
- \* BRI Website Recognition
- \* Vendor/Display Table at Conference
- \* 2 Promo items in packets

## **Silver Sponsor - \$2,500 (unlimited)**

- \* Organization name, logo, & sponsor level on all conference materials.
- \* Conference Book 1/4 Page Ad
- \* BRI Website Recognition
- \* Vendor/Display Table at Conference
- \* 1 Promo items in packets

## **Special Activity Sponsor – From \$1,500 to \$2,500 (see prospectus) Family BBQ, BRI Gathering, Welcome Dinner, or Talent Show**

- \* Official Host of the Activity with a 5 Minute Introduction Time.
- \* Conference Book Business Card Sized Ad
- \* BRI Website Recognition
- \* Vendor/Display Table at Conference for a limited amount of early sponsor registrants

## **Bronze Sponsor - \$1,000 (unlimited)**

- \* Conference Book Business Card Sized Ad
- \* BRI Website Recognition
- \* Vendor/Display Table at Conference for a limited amount of early sponsor registrants

**THANK YOU FOR CONSIDERING  
A BRI SPONSORSHIP!**



## 2018 BLUE RIDGE INSTITUTE SPONSORSHIP PROSPECTUS

Organization Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

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

Contact Phone Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

***I have reviewed the sponsorship packet and would like to sponsor at the following level:***

**Premier Sponsorships:**

☐ Presenting (\$15,000)

☐ Platinum (\$10,000)

**Event Sponsorships:**

☐ YLA (\$5,000)

☐ President's Ball (\$5,000)

☐ Hospitality House (\$2,500)

☐ Welcome Dinner (\$2,500)

☐ Talent Show (\$2,500)

☐ BRI Gathering (\$1,500)

☐ Family BBQ (\$1,500)

**General Sponsorships:**

☐ Gold (\$5,000)

☐ Silver (\$2,500)

☐ Bronze (\$1,000)

☐ Sponsor (\$500)

**Individual Sponsorships:**

☐ Friend of BRI (\$250)

☐ Friend of BRI (\$100)

***I will pay for my sponsorship using the following method:***

- ☐ Enclosed Check (made payable to Blue Ridge Institute)  
☐ Credit Card (see additional information below)  
☐ Please send me an invoice to the mailing address above

     I'd like to request a vendor table  
for my company, please contact  
[gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) to arrange.

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**Credit Card Payment Authorization** (we accept Visa, MasterCard, American Express, and Discover)

**Credit Card Number:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **CCV Code:** \_\_\_\_\_ **Billing Zip Code:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

*I hereby authorize the Blue Ridge Institute to charge my credit card for the amount of the sponsorship specified above.*

**Authorized Signature:** \_\_\_\_\_

***If you have any questions, please contact BRI's Development Chairperson:***

***[gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) Or call/text me at 727-410-3874.***

Please send payment to:

**BRI C/O Heather Adams, Treasurer**

**P.O. Box 4421, Greensboro, North Carolina, 27404**

*Please scan and email this form to [gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) and then  
send your payment to the address above, along with this form.*

# IMAGINE NETWORKING AT THE FABULOUS FONTANA VILLAGE RESORT IN THE HEART OF THE NANTAHALA NATIONAL FOREST IN NORTH CAROLINA!







## TALK ABOUT A RETURN ON INVESTMENT!

**On behalf of all of us at BRI, we can't wait to meet you in person at the beautiful Fontana Village Resort at the 2018 BRI Summer Leadership Conference!**