



Friendship

SPONSORSHIP OPPORTUNITIES

2026 EVENTS

Be part of an exciting year of
supporting seniors in our
community by partnering with us!



www.friendship.us



ABOUT THE EVENTS



ANNUAL GOLF TOURNAMENT



**APR
30**

Full of fun competition, golfers help us raise money for the Friendship Fund, which is available to support and enrich the lives of our residents through programs, services, and facilities.

Location : Roanoke Country Club



VISION & VALUES AWARDS



**AUG
26**

We celebrate the lifetime achievements of leaders who have made significant contributions to impact our community while benefiting residents in need at Friendship.

Location : Hotel Roanoke



CELEBRATION OF LIFE & LIGHTS



**NOV
6**

The evening is lit up with thousands of lights and luminaries dedicated to residents, employees, and loved ones.

Warm refreshments, music, and activities help make this a time of celebration and remembrance.

Location : Friendship Richfield Living



ABOUT US

Friendship is a nonprofit senior living community that offers housing and healthcare services to serve a wide range of residents, including those with limited financial means. With four campuses, we offer the full continuum of care. In a time when four in five residential care facilities are run by for-profit companies, Friendship chooses to invest in our communities and focus on being a good neighbor.

Our vendors and business partners play an integral role in helping us to meet the needs of seniors. Sponsors have the ability to support one or multiple fundraising events hosted by our organization at the sponsorship level of their choosing.

YOUR SUPPORT MAKES IT POSSIBLE FOR US TO OFFER AFFORDABLE LIVING, SOCIAL CONNECTIONS, AND LIFE-ENHANCING CARE TO THOSE WHO NEED IT MOST.



**EXTENDING A
HELPING HAND**



**STRENGTHENING
COMMUNITY**



**PROVIDING
ESSENTIAL CARE**

COMBINED SPONSORSHIP PACKAGES

With a combined sponsorship package, businesses gain visibility at all three of our signature events from our audience throughout the Roanoke Valley, as well as the knowledge that they are truly impacting the lives of older adults.

Title Package 	 GOLF TOURNAMENT FOURSOME	 2 TABLES OF 8 GUESTS FOR VISION & VALUES	 LOGO ON ALL LIFE & LIGHTS PROMOTIONAL MATERIALS
	LOGO ON LARGE BANNER LOGO ON BOXED LUNCHES & CART SIGNS RECOGNITION AT START & AWARDS CEREMONY	FULL PAGE PROGRAM AD LOGO ON INVITATIONS & COVER OF PROGRAM	3 DEDICATED POSTS ON FRIENDSHIP SOCIAL MEDIA CHANNELS
COMPANY LISTED IN ALL EVENT PRESS RELEASES		COMPANY LOGO WITH LINK ON ALL EVENT PAGES	

Visionary Package 	 GOLF TOURNAMENT FOURSOME	 1 TABLE OF 8 GUESTS FOR VISION & VALUES	 IDENTIFICATION ON LIFE & LIGHTS PROMO
	LOGO ON LARGE BANNER RECOGNITION AT AWARDS CEREMONY	HALF PAGE PROGRAM AD LOGO ON ALL PRINTED COLLATERAL	1 DEDICATED POST ON FRIENDSHIP SOCIAL MEDIA CHANNELS
COMPANY LISTED & LINKED ON ALL EVENT PAGES			

Benefactor Package 	 GOLF TOURNAMENT FOURSOME	 1 TABLE OF 8 GUESTS FOR VISION & VALUES	 IDENTIFICATION ON LIFE & LIGHTS PROMOTIONAL MATERIALS
	LOGO IN EVENT PROGRAM RECOGNITION AT AWARDS CEREMONY	HALF PAGE PROGRAM AD LOGO ON ALL DIGITAL PROMOTIONS	

**Title
Package:**
\$7,000

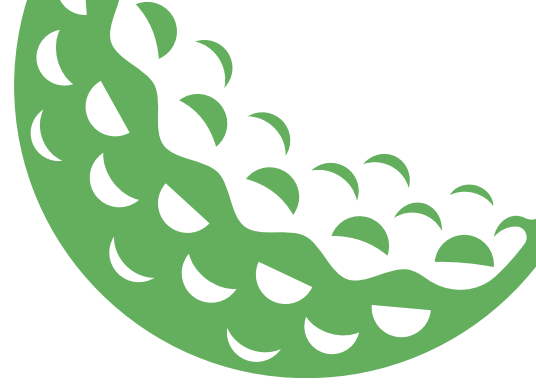
**Visionary
Package:**
\$5,000

**Benefactor
Package:**
\$3,000



7TH ANNUAL GOLF TOURNAMENT

THURSDAY, APRIL 30 Roanoke Country Club



	PLATINUM	GOLD	SILVER	BRONZE	HOLE
Company logo on sign at tee box	✓	✓	✓	✓	✓
Golfers, Boxed Lunches, & Catered Dinners	4	4	4	2	
Complimentary drinks & snacks during event	✓	✓	✓	✓	
Company logo in event program	✓	✓	✓	✓	
Public recognition at event	✓	✓	✓	✓	
Logo on individual large banner & on our website with link	✓	✓			
Company logo on boxed lunches	✓				
Social media recognition to 7,000 followers with 80,000 monthly page views	✓				
COST	\$3,000	\$2,000	\$1,500	\$1,000	\$350
HOSPITALITY SPONSORSHIP \$500	Company display at refreshment station serving drinks & snacks during event				
1 GOLFER \$300	Includes both meals & access to refreshment stations				



6TH ANNUAL VISION & VALUES AWARDS

WEDNESDAY, AUGUST 26

The Hotel Roanoke
& Conference Center



	PLATINUM	GOLD	SILVER	BRONZE
Name on all digital event promotions	✓	✓	✓	✓
Guests	2 tables of 8 guests	1 table of 8 guests	1 table of 8 guests	4 guests
Event Program Ad	full page	full page	half page	quarter page
Logo on all digital event promotions	✓	✓	✓	
Name & logo on all printed collateral	✓	✓		
Logo inclusion on invitations	✓			
Logo on front cover of event program	✓			
Social media recognition to 7,000 followers with 80,000 monthly page views	✓			
COST	\$3,000	\$2,000	\$1,500	\$1,000



2ND ANNUAL CELEBRATION OF LIFE & LIGHTS

FRIDAY, NOVEMBER 6 Friendship Richfield Living



	DIAMOND	PLATINUM	GOLD	SILVER
Name on all promotional materials	✓	✓	✓	✓
Name on event webpage	✓	✓	✓	✓
Identification on "Save the Date" promo	✓	✓	✓	
Dedicated posts on Friendship social media channels (7,000 followers with 80,000 monthly page views)	3	3	1	
Logo on front cover of event program	✓	✓		
Logo identified on all promotional materials & posters	✓	✓		
Logo on event webpage with link to your website	✓	✓		
Table at event to promote services	✓			
25 luminaries personalized with choice of honorees	✓			
COST	\$5,000	\$2,500	\$2,000	\$1,000



Friendship

OUR CONTACT



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