There’s no better time to support 4-H - America’s largest youth development organization.

For more than 100 years, 4-H has inspired millions of kids to do - growing young people with the skills to lead in life and career. We are currently on track to reach 10 million true leaders by 2025, but to achieve this goal, your support is vital.

We hope you will join us in the nation’s capital on Wednesday, March 25, 2020 for the 11th annual 4-H Legacy Awards - National 4-H Council’s largest fundraising event.

**LEGACY AWARDS**

**INSPIRE KIDS TO DO**

**VALUE OF BEING A SPONSOR**

- Connect with Fortune 500 company leaders, elected officials, celebrities and notable 4-H alumni.
- Garner brand recognition as a 4-H supporter and Legacy Awards sponsor
- Inspire and grow more true leaders - ready for life and career.
- Honor the exceptional accomplishments of 4-H’ers and the mentors and families who support them.
- Recognize the significant commitment of 4-H alumni and rally others to raise their hands in support of America’s largest youth development organization.

**WEDNESDAY, MARCH 25, 2020**

The Ritz-Carlton, Washington, D.C.
Cocktail Reception, Dinner & Celebration
6:00 - 9:30 PM

Pictured: 2019 Youth In Action Pillar Winners (from left) Clyde Van Dyke (STEM), Addy Battel (Agriculture), Mason McClintock (Civic Engagement) and Elisabeth Watkins (Healthy Living).
Sponsorship Opportunities

Legacy Champion – $100,000
This sponsorship includes:
• preferential seating for 30 guests at three branded tables;
• attendance at the guest reception, dinner and awards ceremony;
• exclusive invitations for 10 guests to attend the Chairman’s reception;
• special recognition from the stage during the awards ceremony;
• introductions to, and photo opportunities with, celebrity and VIP guests;
• complimentary valet parking for five cars;
• prominent sponsor name and recognition in the post-event press release to be distributed via newswire service;
• inclusion in the Legacy Awards invitation;
• recognition on all Legacy event signage, in promotional materials and on the 4-H website as a Legacy Champion; and
• two Twitter posts and two Facebook posts promoting your sponsorship.

Legacy Leader – $50,000
This sponsorship includes:
• preferred seating for 15 guests at two branded tables;
• attendance at the guest reception, dinner and awards ceremony;
• exclusive invitations for six guests to attend the Chairman’s reception;
• a unique engagement opportunity with 4-H alumni guests and/or youth leaders at your tables;
• inclusion in the Legacy Awards invitation;
• recognition on all Legacy event signage, in promotional materials and on the 4-H website as a Legacy Leader; and
• one Twitter post and one Facebook post promoting your sponsorship.

Legacy Advocate – $25,000
This sponsorship includes:
• seating for 10 guests at one branded table;
• attendance at the guest reception, dinner and awards ceremony;
• exclusive invitations for two guests to attend the Chairman’s reception;
• recognition on all Legacy event signage, in promotional materials and on the 4-H website as a Legacy Advocate; and
• one Twitter post promoting your sponsorship.

Legacy Supporter – $12,000
This sponsorship includes:
• seating for 10 guests at one branded table;
• attendance at the guest reception, dinner and awards ceremony; and
• recognition on all Legacy event signage, in promotional materials and on the 4-H website as a Legacy Supporter.
Youth Voice Sponsorship Opportunities

Youth in Action for 4-H Pillars – $100,000

Agriculture Pillar (SOLD)
STEM Pillar (SOLD)
Civic Engagement Pillar
Healthy Living Pillar (SOLD)

The Youth in Action program recognizes four inspiring young leaders in our core pillar areas of Agriculture, STEM (Science, Technology, Engineering & Mathematics), Civic Engagement and Healthy Living. The four pillar winners are given the opportunity to share how 4-H changed their lives and how they have used the skills they gained in 4-H to change the lives of others. Each of the four pillar winners will receive a scholarship towards their higher college education and become a featured 4-H Youth Spokesperson for their respective pillar areas. One pillar winner will be selected as the 2020 National Youth in Action Award winner and will receive an additional scholarship and further opportunities to serve as a spokesperson for National 4-H Council.

All Youth in Action pillar winners will be invited to attend the Legacy Awards and will be featured during the awards ceremony, where the 2020 National Youth in Action Award winner will be announced and honored.

This sponsorship includes:

• seating for nine guests and your YIA pillar winner;
• attendance at the guest reception, dinner and awards ceremony;
• exclusive invitations for five guests to attend the Chairman’s reception;
• special verbal acknowledgement from the stage as a Youth in Action pillar sponsor;
• recognition in the Youth in Action video during the award presentation;
• special recognition on all Legacy event signage, in promotional materials and on the 4-H website as a Youth in Action sponsor;
• a $5,000 4-H scholarship for your pillar winner’s higher education;
• an opportunity to present a mock check to the respective pillar winner during the guest reception;
• inclusion in the Legacy Awards invitation; and
• one Twitter post and one Facebook post promoting your sponsorship.
Young Alumni Advisory Committee – $40,000

The Young Alumni Advisory Committee (YAAC) serves as a bridge to the alumni community, helping to strengthen the relationship between the 4-H system and its former participants and ensuring that youth voices are incorporated into the planning and decisions of National 4-H Council’s Board of Trustees. The YAAC is comprised of 4-H alumni between the ages of 18-23, who work to support National 4-H Council’s mission, act as ambassadors for the 4-H brand, and provide youth perspective and consultation for organizational initiatives and the Board of Trustees.

This sponsorship includes:

• seating for 10 guests at one branded table;
• attendance at the guest reception, dinner and awards ceremony;
• exclusive invitations for two guests to attend the Chairman’s Reception;
• an opportunity for a pre-event professional development session with YAAC members;
• a blog post spotlighting your partnership with the YAAC;
• recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Young Alumni Advisory Committee sponsor;
• inclusion in the Legacy Awards invitation; and
• one Twitter post promoting your sponsorship.

Youth Performer – $12,000

The annual Legacy Awards seeks to highlight youth talent from the 4-H field throughout the evening’s festivities, showcasing gifted youth singers, musicians and speakers from across the country. This sponsorship enables these youth performers to experience the Legacy Awards and showcase their talents, while providing guests with an invaluable opportunity to view the 4-H mission first-hand.

This sponsorship includes:

• seating for eight guests, a 4-H youth performer and their chaperone at one branded table;
• attendance at the guest reception, dinner and awards ceremony;
• introductions to, and photo opportunities with, youth performers; and
• recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Youth Performer sponsor.
Specialty Sponsorships

**Chairman’s Reception – $55,000**

*This sponsorship includes:*

- seating for 15 guests at two branded tables;
- attendance for all guests at both the Chairman’s and guest receptions, dinner and awards ceremony;
- special verbal acknowledgement at the event;
- introductions to, and photo opportunities with, celebrity and VIP guests;
- recognition on the event invitation and in the program (“Chairman’s reception presented by ‘Your Company’”);
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Chairman’s Reception sponsor;
- a unique engagement opportunity with 4-H alumni guests and/or youth leaders at your tables;
- inclusion in the Legacy Awards invitation; and
- one Twitter post and one Facebook post promoting your sponsorship.

**Guest Favors – $35,000**

*This sponsorship includes:*

- seating for 10 guests at one branded table;
- attendance at the guest reception, dinner and awards ceremony;
- exclusive invitations for two guests to attend the Chairman’s reception;
- inclusion of your brand logo at the coffee and tea station in the lobby at the conclusion of event;
- inclusion of your brand logo on the ‘Thank you’ card in guests’ gift bags;
- an opportunity for an in-kind donation to be included in the gift bag;
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Guest Favors sponsor; and
- one Twitter post promoting your sponsorship.

**4-H Silent Auction – $35,000**

*This sponsorship includes:*

- seating for 10 guests at one branded table;
- attendance at the guest reception, dinner and awards ceremony;
- exclusive invitations for two guests to the Chairman’s reception;
- custom brand visibility on the silent auction signage;
- logo placement on rotation in the silent auction app (cell phones used for bidding);
- an opportunity for an in-kind donation to be included in the silent auction;
- inclusion in all silent and online auction promotions;
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as the 4-H Silent Auction sponsor; and
- one Twitter post promoting your sponsorship.
Raise the Paddle – $35,000

*This sponsorship includes:*

- seating for 10 guests at one branded table;
- attendance at the guest reception, dinner and awards ceremony;
- exclusive invitations for two guests to the Chairman’s reception;
- custom brand visibility on the Raise the Paddle auction paddles;
- special verbal acknowledgement during the Raise the Paddle auction;
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Raise the Paddle sponsor; and
- one Twitter post promoting your sponsorship.

Guest Reception – $35,000

*This sponsorship includes:*

- seating for 10 guests at one branded table;
- attendance at the guest reception, dinner and awards ceremony;
- custom brand visibility at the guest reception;
- recognition on the event invitation and in the program (“Guest reception presented by “Your Company””); and
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Guest Reception sponsor.

Legacy Registration – $15,000

*This sponsorship includes:*

- seating for 10 guests at one branded table;
- attendance at the guest reception, dinner and awards ceremony;
- custom brand visibility at the event registration area; and
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as Legacy Registration sponsor.

Valet – $15,000

*This sponsorship includes:*

- seating for 10 guests at one branded table;
- attendance at the guest reception, dinner and awards ceremony;
- an opportunity to brand valet signage at hotel entrance during the event;
- complimentary valet parking for five cars; and
- recognition on all Legacy event signage, in promotional materials and on the 4-H website as the Valet sponsor.
Individual Tickets

Legacy VIP – $2,000
Seating for one, which includes attendance at the Chairman’s reception, guest reception, dinner and awards ceremony.

Legacy Guest – $1,200
Seating for one, which includes attendance at the guest reception, dinner and awards ceremony.

Legacy Duo – $2,200
Seating for two, which includes attendance at the guest reception, dinner and awards ceremony.

Young Professional (Under 40) – $500
Seating for one, which includes attendance at the guest reception, dinner and awards ceremony.

Extension Ticket (4-H Educators) – $500
Seating for one, which includes attendance at the guest reception, dinner and awards ceremony.

Add-ons

Dinner Centerpieces Sponsor – $15,000
$15,000 product value sponsor. This can be added to any package above or fulfilled through an in-kind donation.

Wine Sponsor – $10,000
$10,000 product value sponsor. This can be added to any package above or fulfilled through an in-kind donation.

Champagne Toast Sponsor – $2,500
$2,500 product value sponsor. This can be added to any package above or fulfilled through an in-kind donation.

4-H’er Sponsor – $500
By including an additional $500 to your sponsorship, your generosity will help bring 4-H’ers to enjoy the experience of a lifetime at the Legacy Awards!

For additional information or to become a sponsor, please contact Lauren Howard at (240) 380-0781 or lhoward@fourhcouncil.edu.

Your donation is tax-deductible to the extent allowed by law. No goods or services of significant value are provided in consideration of your gift. Consult your tax advisor for confirmation of deductible amount.
Thank you to our 2019 sponsors

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LEGACY FRIENDS