

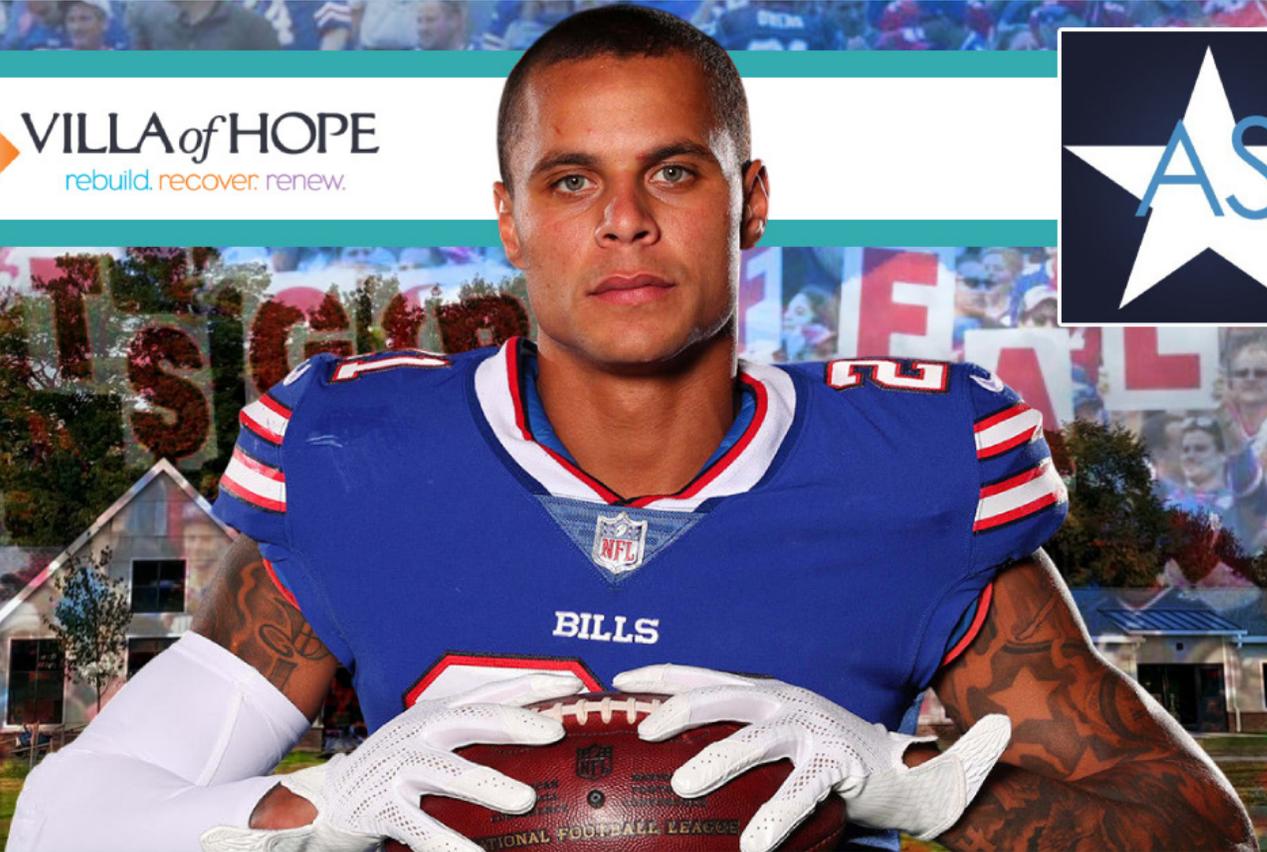


PORTRAITS *of* HOPE

featuring
Buffalo Bills Safety Jordan Poyer

APRIL 10, 2026

Joseph A. Floreano Rochester Riverside Convention Center



Sponsorship Brochure

About the Celebration

ABOUT PORTRAITS OF HOPE: Our annual Portraits of Hope is more than just a celebration—it’s a foundational event for Villa of Hope, directly supporting our mission to partner with individuals, families and communities to **Rebuild** relationships, **Recover** potential, and **Renew** hope for the future. This premier event brings together community leaders, advocates, and donors to reflect on Villa of Hope’s transformative work and to fuel its programs for the year ahead.

Our annual event serves as a vital platform to:

Raise Awareness: You’ll have the opportunity to listen and learn about the compelling stories of resilience and triumph from those served by Villa of Hope.

Generate Critical Funding: All proceeds go toward programs that support mental health, substance use recovery, workforce development, and family strengthening services for youth and adults. This also allows us to cover gaps not addressed by traditional funding sources, such as emergency assistance for families in crisis or new initiatives addressing immediate community needs.

Celebrate Community Impact: Throughout the evening we acknowledge the support of donors, volunteers, and staff whose contributions make Villa of Hope’s mission possible. We also invest in building stronger partnerships with new and existing donors, sponsors, and stakeholders who are invested in creating positive change in the community.

2026 THEME AND GUEST SPEAKER: This year’s theme is “The Power of Perseverance” — a tribute to resilience, achievement, and unity within the Villa of Hope community and family. This theme reflects the strength and determination that define Villa of Hope—from the individuals and families who overcome life’s challenges every day to the donors, staff, and supporters who make this transformative work possible.

We are honored to welcome guest speaker and Buffalo Bills Safety **Jordan Poyer**, whose story embodies perseverance, purpose, and passion—values that echo the spirit of Villa of Hope. His journey serves as a powerful reminder that with resilience and support, hope can lead to extraordinary transformation.



“The Power of Perseverance” celebrates not only the courage of those we serve, but also the collective impact of a community that never gives up. Together, we stand Villa Proud—continuing to uplift, inspire, and build brighter futures for all.

Your Support Matters



WHY SPONSOR: Sponsoring Villa of Hope's Portraits of Hope is a powerful opportunity for businesses and individuals to make a meaningful impact while benefiting from valuable exposure and investing in our mission. Here's why:

- 1. Support for our Mission:** By sponsoring, you directly support Villa of Hope's life-changing programs in mental health, addiction recovery, youth development, and education.
- 2. Showcase Corporate Social Responsibility:** Sponsorship demonstrates your organization's commitment to giving back and supporting critical community needs.
- 3. Brand Visibility and Recognition:** Sponsors receive prominent acknowledgment in event materials that are in print, online and at the event as well as exposure on social media, emails, and website.
- 4. Networking Opportunities:** The gala attracts a prestigious audience, including business leaders, philanthropists, community influencers, and decision-makers. As a sponsor, you gain access to valuable networking opportunities that can lead to new partnerships or business growth.

These are just a few reasons. Sponsoring Portraits of Hope isn't just a contribution; it's an investment in the work that we do allowing us to build a brighter future for individuals and families in need while elevating your organization's profile and community impact.

ATTENDEE PROFILE: The attendee profile for Villa of Hope's Portraits of Hope typically includes a mix of individuals and groups connected to our organization or our mission. This includes:

- 1. Villa of Hope Stakeholders**
Board members and trustees, Leadership team and staff, Program beneficiaries & ambassadors
- 2. Philanthropic Supporters**
Major donors and contributors to Villa of Hope, Local philanthropists
- 3. Corporate Partners**
Representatives from corporate sponsors of the event, Local businesses and organizations
- 4. Community Leaders**
Elected officials, Leaders in education, healthcare, and other sectors
- 5. General Supporters**
Individuals passionate about our mission, The local community

PLEASE NOTE: Sponsor benefits are subject to change. If none of the following opportunities suit your organization, we can customize a sponsor package that fits your needs while also making an impact.

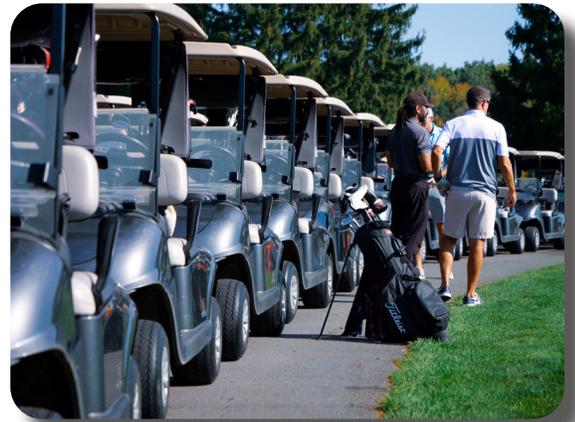


Learn more at PortraitsOfHopeGala.org or email events@villaofhope.org

Exclusive Sponsorship Levels

YEAR-ROUND PRESENTING VISIONARY SPONSOR \$25,000

- Recognition as the Visionary Sponsor with company name featured prominently on the save the date, invitation, and any other collateral for both the Dinner Celebration and Golf Tournament.
- Two tables at Dinner Celebration with VIP seating (20 seats total)
- 10 Attendees at the Dinner Celebration VIP Reception
- 2 Foursomes at Golf Tournament
- Company name & logo featured prominently in all marketing materials for ALL events for the year
- (1) two-page prime spread in digital spring event program
- (1) two-page prime spread in digital golf event program
- Premium listing on all event signage
- Speaking opportunity to attendees
- Verbally recognized by the Master of Ceremonies at Dinner Celebration and Golf Tournament
- Recognized in both pre- and post-event media materials
- Sponsor's choice of an event underwriting opportunity
- (2) 30-second tv commercials, to air on WROC-TV8
- (1) 30-second custom co-branded agency video
- (1) Team Building Ropes Course Session
- (20) Buffalo Bills Event Branded Sweatervest



MISSION SPONSOR \$15,000

- Recognition as the Mission Sponsor with company name and logo featured prominently on all marketing materials for Dinner Celebration.
- Jordan Poyer's Escort During Client Meet and Greet
- Two tables at Gala with VIP seating (20 seats total)
- 10 Attendees at the Dinner Celebration VIP Reception
- (1) two-page prime spread in digital event program
- Premium listing on all event signage
- Verbally recognized by the Master of Ceremonies at the dinner celebration
- Speaking opportunity to attendees
- Recognized in both pre- and post-event media materials
- Sponsor's choice of an event underwriting opportunity
- (1) 30-second and (1) 15-second tv commercial, to air on WROC-TV8
- (1) Team Building Ropes Course Session
- (20) Buffalo Bills Event Branded Sweatervest



Sponsorship Levels

HOPE SPONSOR \$10,000

- Preferred seating (16 seats total)
- (6) Attendees at the Dinner Celebration VIP Reception
- Company name featured prominently in the event program
- (1) full-page ad in digital event program
- Recognized in both pre- and post-event media materials
- (1) 15-second tv commercial, to air on WROC-TV8
- (1) Sponsor Tagged 30-second tv commercial, to air on WROC-TV8
- (16) Exclusive Event Sweatervest

INSPIRATION SPONSOR ... \$7,500

- (10) Celebration tickets
- (4) Attendees at the Dinner Celebration VIP Reception
- Company name featured on event invitation
- One full-page advertisement in the event program
- Sponsor's choice of an event underwriting opportunity
- (1) 15-second tv commercial, to air on WROC-TV8
- (1) Sponsor Tagged 30-second tv commercial, to air on WROC-TV8
- (10) Exclusive Event Sweatervest

COURAGE SPONSOR \$5,000

- (8) Celebration tickets
- (2) Attendees at the Dinner Celebration VIP Reception
- Company name featured on event invitation and signage
- One half-page advertisement in the event program
- (1) Sponsor Tagged 30-second tv commercial, to air on WROC-TV8
- (6) Exclusive Event Sweatervest

STRENGTH SPONSOR \$2,500

- (6) Celebration tickets
- Company name featured on event invitation and signage
- One half-page advertisement in digital event program
- (1) Sponsor Tagged 30-second tv commercial, to air on WROC-TV8

MOCKTAIL HOUR SPONSOR .. \$1,500

- (4) Celebration tickets
- Company name featured on bar tables
- One half-page advertisement in the event program

RESILIENT SPONSOR \$1,000

- (2) Celebration tickets
- Company name featured on bar tables

PROGRAM ADS VARIES

- Full Page Ad \$400
- Half Page Ad \$250
- Quarter Page Ad ... \$100

