



## The Sarah Michelle Peterson Foundation

### Inaugural Ladybug Ball

February 8, 2025 6:30-9:30pm Cocktail attire. Dinner, dancing, auction, raffles, and more.  
Norfolk Yacht & Country Club, 7001 Hampton Blvd., Norfolk, VA 23505

The Sarah Michelle Peterson Foundation has served the Hampton Roads Community for 11 years, providing training workshops that equip citizens (both community and professionals) to recognize warning signs for suicide and reach out to those who are struggling with thoughts of suicide with skills and confidence in what to say and do to prevent a death.

**Our vision is a world without suicide.  
Our mission is saving lives by providing depression and suicide prevention education.**

In 2024 we directly trained over 2,000 youth and adults in our workshops and impacted thousands more through our participation in local and regional collaboration. School nurses, teachers, coaches, counselors and administrators; parents; church members, staff of other organizations including Tidewater EMS, For Kids, the Virginia Zoo, Jewish Family Service, UP Center, and others were trained by us in the past year.

"I really appreciate the opportunity to take this training. I have a few people in my life who I am thinking about with regard to mental health, and I feel better prepared to be there for them." --recent attendee

More than 16,000 people were impacted by our resource table at events where we distributed free information about mental health and suicide prevention and unknown numbers have heard our messages through media spots and social media. There is more work to be done, though.

**We can't do this work alone. Stigma around mental health is strong. We need your support to keep providing this education in the community.**

"I just wanted to let you know that I believe timing is everything and how grateful I am that I was able to participate in training yesterday with the Virginia Beach School Nurses and receive the information. I encountered a Facebook post from a high school friend who is having a tough time. Her mother passed away a year or two ago and she said Nothing is good since she died. Today is a sad/hopeless day and she can't do it anymore. I haven't seen her in over 30 years, but I decided to reach out via Facebook messenger to check in on her, to let her know I was here to listen if she needed someone to talk to.

She messaged me back. She said she appreciated me reaching out and she felt less alone. I don't know if I would have thought to or had the nerve to reach out had I not just sat through Amy's presentation.

Thank you so much for the work that you and your foundation does." --recent attendee

We invite you to join us in making Hampton Roads safer from suicide by sponsoring this special evening where friends will gather to support the cause, and we will honor some special people who gave support over the past year. A variety of sponsorship opportunities are available.

For more information and to discuss sponsorship details, please contact us!

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## The Sarah Michelle Peterson Foundation Ladybug Ball Sponsorship Opportunities

### **Diamond Sponsor \$20,000**

- Recognition from event podium and opportunity to speak briefly about why suicide prevention is important to your organization
- Opportunity to have our Executive Director speak with employees, shareholders, and other stakeholders highlighting your company's philanthropy at an event or in a publication of your choice.
- Suicide prevention training/workshop of your choice for your organization
- Resource Station for your workplace
- Table for 8 at event
- Inclusion of your name & logo at the top of all event materials
- Sign at event thanking you
- At least 12 shout-outs/thanks on our social media channels throughout the year
- Recognition before and after event in our newsletter to over 2,500 supporters
- Logo with link featured on the front page of our website for one year

### **Gold Sponsor \$10,000**

- Suicide prevention training/workshop of your choice for your organization
- Resource Station for your workplace
- Table for 8 at event
- Inclusion of your name & logo on all event materials
- Sign at event thanking you
- At least 10 shout-outs/thanks on our social media channels throughout the year
- Recognition before and after event in our newsletter to over 2,500 supporters
- Logo with link on our website for one year

### **Silver Sponsor \$5,000**

- Suicide prevention training/workshop for your organization (QPR or Youth)
- 4 tickets to event
- Inclusion of your name & logo on all event materials
- At least 8 shout-outs/thanks on our social media channels throughout the year
- Recognition before and after event in our newsletter to over 2,500 supporters
- Logo with link on our website for one year

### **Bronze Sponsor \$2,500**

- Suicide prevention training/workshop for your organization (QPR or Youth)
- 2 tickets to event
- Inclusion of your name & logo in event program
- At least 8 shout-outs/thanks on our social media channels throughout the year
- Recognition before and after event in our newsletter to over 2,500 supporters
- Logo with link on our website for one year

### **Leadership Sponsor \$1,000**

- Inclusion of your name in event program
- At least 6 shout-outs/thanks on our social media channels throughout the year
- Recognition before and after event in our newsletter to over 2,500 supporters
- Logo with link on our website for one year

### **Partnering Sponsor \$500**

- Inclusion of your name in event program
- At least 4 shout-outs/thanks on our social media channels throughout the year
- Recognition before and after event in our newsletter to over 2,500 supporters
- Logo with link on our website for one year

## Commitment Form and Contact Information

Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

Commitment Level: Diamond \$20,000 \_\_\_\_\_ Gold \$10,000 \_\_\_\_\_

Silver \$5,000 \_\_\_\_\_ Bronze \$2,500 \_\_\_\_\_ Leadership \$1,000 \_\_\_\_\_ Partner \$500 \_\_\_\_\_

### Payment Details:

- Please invoice to: \_\_\_\_\_
- Check enclosed: \$ \_\_\_\_\_ Payable to The Sarah Michelle Peterson Foundation, 4500 Colley Ave., Suite B, Norfolk, VA 23508
- Pay online: [www.sarahmpetersonfoundation.org/how-to-donate/](http://www.sarahmpetersonfoundation.org/how-to-donate/)

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Return Address:

The Sarah Michelle Peterson Foundation  
Tax ID #47-1041065  
4500 Colley Ave., Suite B  
Norfolk, VA 23508

Please respond by Jan. 10, 2025 to confirm your sponsorship and ensure time for us to get you in our print materials.

For inquiries or to confirm your sponsorship, please contact:

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Program Coordinator  
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757-651-1211