Fundraising Gala Marketing Materials

You’re Generosity. Our Passion. Saving Lives.

Roses & Rosemary provides life-prolonging medication and support to the more than 20 million children in Africa infected or orphaned by HIV/AIDS by raising money and awareness through local events, volunteer opportunities, and online donations.

As a cloud-based nonprofit 501(c) (3) corporation, Roses & Rosemary’s programs are highly efficient and fully audited to ensure all funds are maximized to benefit on-the-ground healthcare supplies and programs.

Founded in 2004, the organization has raised hundreds of thousands of dollars, which at only $50 per month per child, which makes an impact.

What we Need | The Required Items:

Repeat graphical design across all 4 items.

1. Poster Design - Charity Fundraising Gala (poster A5)
2. Save the Date Post Card - Charity Fundraising Gala (post card just front)
3. Thank You Post Card – Charity Fundraising Gala (postcard front and back)
4. Ticket Coupons - Charity Fundraising Gala (bookmarks front and back)

The design and theme across all items should be the same. We have examples from last years to use as templates for layout, working and sizes.

What we are doing and why we need these items | Every year we host a formal gala for 200 guest – sit down 4 course plated full service event. Last year it was held at a 5 star hotel. This year it will be held a high end winery in the Seattle area. The night includes a cocktail hours, silent auction live auction, emotional speakers, live music, and dancing at the end of the night. All the wine you can drink and 4 courses for only $110. We have a number of fundraising events to raise money for HIV orphans in Africa. We aim to raise $120,000.

Attached are posters from the last year – please see for examples, but feel free to suggest something different

Main Design Work | We will basically have the same information and picture on all four items, just formatted differently.

Name of Event “Heart of Africa” We have attached some picture to give you sense of what we want. **A heart and map of Africa combined. If possible work the HIV Red Ribbon into the design.** Take a look at the design from last year and now come up with new Africa/Heart theme. See wording below for each.

**Sizing | Format**

**Poster Design - Charity Fundraising Gala**

We will use AA Printing: <http://aaprinting.com/>

Size| **A5**

Resolution |300dpi

File Types | PDF

**Save the Date Post Card - Charity Fundraising Gala**

We will use Overnight prints: <http://www.overnightprints.com/upload/pc?new=1>

Bleed Size | 4.25" x 6.25"

Trim Size | 4" x 6"

Safe Zone |3.875" x 5.875"

Resolution |300dpi

Color | for optimal printing, Overnight Prints recommends uploading your files in CMYK.

File Types | you may upload a number of different file types: TIF, PDF, JPG, EPS, PNG and AI (Version 8 or lower).

File Size | Total size of all your files should not exceed 100 MB

Download template from site above.

**Thank You Post Card – Charity Fundraising Gala**

Same as Save the Date Post Card

We will use Overnight prints: <http://www.overnightprints.com/upload/pc?new=1>

Bleed Size | 4.25" x 6.25"

Download template from site above.

**Ticket Coupons - Charity Fundraising Gala**

<http://www.overnightprints.com/upload/pc2x6?new=1>

Bleed Size | 2.127" x 6.127"

Trim Size | 2" x 6"

Safe Zone | 1.875" x 5.875"

Resolution | 300dpi

Color | for optimal printing, Overnight Prints recommends uploading your files in CMYK.

File Types | you may upload a number of different file types: TIF, PDF, JPG, EPS, PNG and AI (Version 8 or lower).

File Size | Total size of all your files should not exceed 100 MB

Download template from site above.

**Text Required:**

**Save the Date Post Card - Charity Fundraising Gala**

You are invited

October 18th 2014

St Michelle Winery

Heart of Africa

Graphic

Roses and Rosemary logo

Live entertainment, auctions, and fine wines, all to benefit Orphans in Africa.

**Poster Design - Charity Fundraising Gala**

Roses & Rosemary logo

The Logo of St Michelle (last year was Fairmount)

Text to example the time, date, cost and dress code:

October 18th 2014

6:30 PM

$110

4 courses

Bottomless wine from St Michelle

**Thank You Post Card – Charity Fundraising Gala**

This thank you post card has a front and a back.

Front | Just Heart of Africa picture and the words Thank You.

Back| Left Side panel of Post Card:

“Your Generosity. Our Passion. Saving Lives.”

We were raised

Thank you for helping us break records this year! Your contribution is an important part of our efforts to help AIDS Positive Orphans in Africa.

Thank You!

(note we need to leave a blank space after we raided.. we will fill this value in with hand written note)

On the right side leave space for stamp and address.

**Ticket Coupons - Charity Fundraising Gala**

See example from 2013 for front and back. Use similar format and update Tree with “Heart of Africa”. Ensure SIZE is correct believe 2013 size was too small.

Roses & Rosemary logo

October 18th 2014

$110

St Michelle Winery

Heart of Africa Graphic