



LEADE Foundation

2026 Partnership Proposal

Dear Prospective Partner,

The LEADE Foundation invites you to become a year-round partner in our mission to strengthen communities through Leadership, Education, Advocacy, Development, and Engagement. Unlike traditional single-event sponsorships, our comprehensive partnership program offers your organization visibility, engagement opportunities, and a meaningful impact across multiple premier events throughout 2026 and potentially 2027.

About The LEADE Foundation

Founded in 2009, The LEADE Foundation is a 501(c)(3) non-profit organization dedicated to creating lasting community impact in the Rappahannock Region through comprehensive programs and partnerships. Our work touches thousands of lives annually through:



Educational Scholarships & Mentorship Programs

Supporting students in achieving their academic and career goals



Partnership with Loisann's Hope House

Supporting the region's largest family homeless shelter, which served 509 clients, including 295 children, last year



Annual Thanksgiving Meal Distribution

Feeding thousands of families in need



Holiday Toy Drives

Bringing joy to local families during the holiday season



Youth Development Programs

Providing pathways to success for underserved youth

Why Partner With The LEADE Foundation



Maximize Your Marketing Investment

A single partnership investment provides visibility across multiple high-profile events and year-round marketing exposure, delivering an exceptional return on investment compared to single-event sponsorships.



Authentic Corporate Social Responsibility

Align your brand with verified impactful programs that create measurable change in education, housing security, and family support.



Access to Diverse Audiences

Reach different demographics through varied events from festival attendees to golf enthusiasts to black-tie gala guests.



Tax-Deductible Contribution

All contributions are fully tax-deductible while delivering substantial marketing value.



Enhanced Team Engagement

Provide meaningful experiences for employees and clients through VIP access, volunteer opportunities, and exclusive events.



Position as a Community Leader

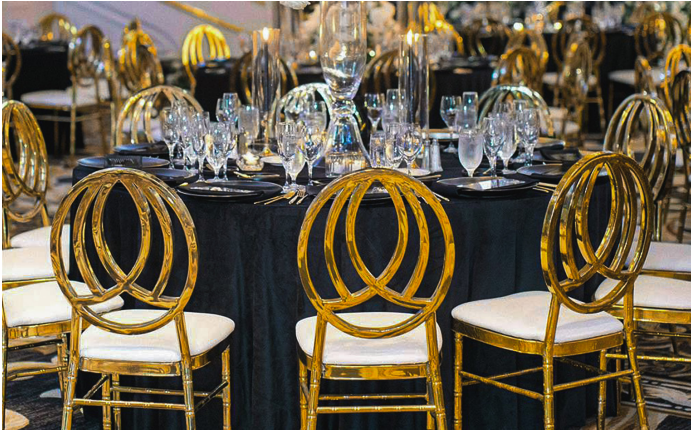
Build goodwill and brand reputation by demonstrating long-term commitment to regional community development.

The Year-Round Partnership Advantage

Our partnership program is designed to maximize your brand visibility and community impact throughout the entire year, not just at a single event. As a LEADE Foundation partner, your organization receives integrated marketing exposure, VIP access, and recognition across our complete event portfolio.



Access to Multiple Premier Events



Black & Gold Gala - An Evening of Elegance

Date: 6 June 2026

Format: Black-Tie Fundraising Gala

Our signature fundraising gala brings together annually over 500 community leaders, business executives, and philanthropic supporters for an elegant evening of celebration and impact. This prestigious event features live entertainment, gourmet dining, silent auctions, and powerful testimonials from program beneficiaries.



Soultice Rhythm & Roots Festival - Our Flagship Event

Date: 19 September 2026

Venue: Virginia Credit Union Stadium, Fredericksburg, VA

A premier cultural celebration blending world-class entertainment with deep community purpose. This high-impact festival will attract thousands of attendees and reaches over one million potential viewers through comprehensive digital marketing campaigns, social media engagement, and strategic media partnerships.

Access to Multiple Premier Events



Annual Charity Golf Tournament

Date: 18 September 2026

Format: Captains' Choice Course Tournament

A premier networking opportunity on the golf course, our annual tournament attracts business professionals, community leaders, and golf enthusiasts for a day of friendly competition and relationship building while supporting our mission.



Community Impact Events Throughout the Year

Beyond our major events, partners receive year-round recognition through our ongoing community programs, including our Thanksgiving meal distribution (serving thousands of families), holiday toy drives, scholarship award ceremonies, youth mentorship program events, and college bus tours.

Comprehensive Year – Round Marketing Exposure

Your partnership extends far beyond event day activations. Partners receive continuous brand exposure through:

- **Digital Marketing Integration**
Prominent logo placement on our website, reaching thousands of monthly visitors, featured mentions in targeted email campaigns to our extensive database, and regular social media recognition across all platforms.
- **Media & Public Relations**
Inclusion in social media releases announcing events and initiatives, mentions in local and regional coverage, and opportunities for joint community announcements.
- **Print & Promotional Materials**
Logo placement on event marketing materials, promotional flyers, program books, and merchandise.
- **Community Recognition**
Featured in impact reports, annual reports, and donor recognition displays at our partner locations.
- **Networking Opportunities**
Invitations to exclusive partner briefings, community leader roundtables, and VIP networking sessions throughout the year.

Partnership Investment Levels:

We offer flexible partnership tiers designed to meet diverse organizational goals and budgets. Each level provides comprehensive benefits across all events and year-round marketing exposure.

Sponsorship Levels/Benefits	Presenting Partner (SoulstICE Circle) \$15,000 (One Available)	Legacy Sponsor \$7,500 (Two Available)	Harmony Sponsor \$5,000	Groove Sponsor \$3,000	Rhythm Sponsor \$1,500	Community Sponsor \$750	Friend of SoulstICE \$250
Festival Tickets	VIP Luxury Suite (20 tickets)	VIP Luxury Suite (10 tickets)	Large Sky Patio (8 tickets)	Small Sky Patio (6 tickets)	General Admission (4 tickets)	General Admission (4 tickets)	General Admission (1 ticket)
Festival VIP Access	Full access to all areas and festival events (Large and Small Sky Patios, VIP Networking Session, Panel Discussion)	Limited Access (Large and Small Sky Patios, VIP Networking Session, Panel Discussion)					
OAL Black & Gold Gala Access	Platinum Table (10 seats) VIP Networking Suite	VIP Table (8 seats) VIP Networking Suite	Five (5) general table tickets	Three (3) general table tickets			
OAL Golf Tournament	Three teams (12 players) Tournament Sponsor	One team (4 players) Hole Sponsor	One Team (4 players) Hole Sponsor	Two individual spots Hole Sponsor	Hole Sponsor	Hole Sponsor	Hole Sponsor
Brand Visibility	Full branding rights throughout festival materials Brand logo on main stage Brand exposure on all pre/post social media, email campaigns, and digital marketing efforts	Pre-Event Marketing and Promotion (180 Days out) Logo in Festival digital materials Brand Logo on Community partner banner	Pre-Event Marketing and Promotion (90 Days out) Logo in Festival digital materials	Pre-Event Marketing and Promotion (60 Days out) Logo on Festival digital materials	Pre-Event Marketing and Promotion (30 Days out) Logo on community partner banner	Logo on community partner banner	Program Listing
Experiential Benefits	5-minute company spotlight on on-site media screen Meet & greet with headliner Secret Garden Admission Cigar Lounge Wine Tasting	3-minute company spotlight on on-site media screen Sponsor-written article about their business - 500 words	2-minute dedicated time slot for sponsor message/video Sponsor-written article about their business - 250 words				
Marketing & Media	Full Run of the event year Monthly social media spotlights Featured in all festival email campaigns Full Page feature in all Digital ads and event day program Video highlight reel featuring sponsor activation and branding moments	Featured in 12 Pre-event email campaigns Highlighted in 12 social media post mentions ¾ Page digital ad	Featured in 10 Pre-event email campaigns Highlighted in 10 social media post mentions Half-page digital ad	Featured Sponsor in 8 Pre-event email campaigns Highlighted in 8 social media post mentions Quarter-page ad	4 Pre-event email campaigns 4 Social Media post mentions Digital Program listing	Digital Program listing	

Note: The benefits listed above represent only a portion of each package. For more detailed information and additional sponsorship opportunities, such as Sky Porches, Wine Tasting, Cigar Lounge, and VIP Social Networking Session, please contact us at contact@leadefoundation.org

Your Partnership Investment at Work: Measurable Community Impact

When you partner with The LEADE Foundation, your sponsorship directly fuels programs that create tangible, measurable change in our community. Here's how our initiatives have delivered results:

3,000+ Individuals directly served	\$100K+ Direct community investment	7 Signature programs
Initiative	Years Active	Community Impact
Back to School Supplies	3 years	600+ backpacks with supplies distributed to local students; 12+ free haircuts provided to children preparing for school
Community Food Drive	4 years	2,000+ families served through coordinated food collection and distribution efforts
Holiday Toy Drive	4 years	\$12,000+ in toys collected and distributed to local schools and family homeless shelters
MLK Jr. Art Contest	Ongoing	65+ student participants from grades 5–12 in partnership with Fredericksburg City Public Schools; prizes awarded across three grade-level categories
HBCU Bus Tours	2 years	200+ students and parents transported to Historically Black Colleges and Universities across Virginia, DC, Maryland, and North Carolina
Scholarships	10 years	\$100,000+ awarded to deserving students in Fredericksburg, Stafford, Spotsylvania, and surrounding areas
Alpha Academy	8 years	1000 + Mentored young men in grades 6-12th grade in the Rapahannock Region

Let's Build a Partnership That Creates Impact

We invite you to join us as a year-round partner in creating meaningful community change while elevating your brand across multiple premier events. Your investment will directly support scholarships, shelter services, family support programs, and youth development initiatives that transform lives throughout the Rappahannock region.

To discuss partnership opportunities or schedule a presentation for your leadership team, please contact us at:

Email: contact@leadefoundation.org

We look forward to partnering with you in 2026!

Sincerely,

Edward E. Mosley, Jr.

Chair, Sponsorship Committee

Email: contact@leadefoundation.org

The Foundation is organized and operates as an exempt organization consistent with the provisions outlined under section 501(c) (3) of the Internal Revenue Code. For tax exemption purposes, the Foundation's employer identification number (EIN) is 472203395.

