



# RISE FOR RESTAURANTS WEEK

Sunday January 23rd - Saturday January 29th

## The Story

When a place gives you so much, it's your responsibility to give back to it. This sentiment was the impetus behind the birth of riseVB, a local 501c (3) organization created to unite Young Professionals with ties to the Tidewater region to channel their talent, passion, and expertise to make our community a better place.

In pursuit of our mission, we select a local partner charity to support each year. Through different fundraising efforts & our flagship, black tie event, Beach Ball, we have raised over \$210k in 5 years for local charities including The Children's Hospital of the King's Daughters, Samaritan House, We Are VB, EQUI-KIDS/EQUI-VETS, and Cancer Care Foundation of Tidewater.

In 2020, however, the COVID-19 pandemic hit and riseVB had to get creative in how to support its partner charity, the Virginia Beach Volunteer Rescue Squad (VBVRS), without hosting large in-person events. We launched "Rise for the Squad," a program in which grateful neighbors and our local businesses could sponsor fresh meals from local restaurants & secure N95 masks for VBVRS. We also hosted socially distanced exercise classes, and our first ever Rise for Restaurant Week.

We are thrilled to continue rallying the community together for a great cause with our second annual Rise for Restaurant Week, January 23 through January 29, 2022.

## The Idea & The Incentives

Restaurants and hospitality businesses are the heart and soul of every community. Hospitality is part of our identity — particularly in a destination city like Virginia Beach — and we want to support these neighborhood institutions in a responsible, safe way.

Rise for Restaurants Week achieves this by:

- (1) Raising money and awareness for our local heroes - VBVRS. VBVRS has dedicated their lives to saving our neighbors since 1952, and riseVB is excited to dedicate our efforts in fundraising to VBVRS!
- (2) Driving business, recognition and new clientele to our great network of local restaurants.
- (3) Offering a fun, socially distant activity for locals.

## The Beneficiary

Since our last Beach Ball in February 2020, riseVB has supported VBVRS. Virginia Beach has the largest volunteer-based EMS system in the country. These volunteers are on the front line of our community - saving lives, delivering quality emergency medical services and providing community safety education. In 2020 alone, VBVRS responded to over 15,000 calls; that's nearly 1/3 of all calls in the city. Their work saves Virginia Beach taxpayers over \$24 million a year.

Delivering these amazing services to our community requires ambulances and safety equipment, which are expensive. A new ambulance, for example, costs upwards of \$300,000. That's why your donations are so incredibly important. They power the rescue squad's life-saving work.



# RISE FOR RESTAURANTS WEEK

Sunday January 23rd - Saturday January 29th

## Partnership Opportunities

We can't wait for you to join us! Review the sponsorship opportunities for Rise for Restaurants Week below, and as you consider the partnership, please note that we are open to discussing any variations to best suit your restaurant.

### THE SWEET TOOTH: \$1500 DONATION + 10% OF SALES FROM LAST DAY OF RESTAURANT WEEK

- riseVB + restaurant collab design and materials provided by riseVB
- Opportunity to host Beach Ball pre-sale party
- Instagram LIVE content from dining experience on riseVB's Instagram and Facebook
- Feature of Sweet Tooth donation in riseVB e-blast and on all social media platforms
- Professional photographs of food and drink by local professional photographer
- (4) VIP Tickets to riseVB's 6th Annual Beach Ball on February 19, 2022 at The Marriott Resort Hotel (~ \$800 value!)
- Restaurant logo included on marketing video promo
- Restaurant spotlight and interview on Instagram feed and story
- Restaurant spotlight on TikTok
- Restaurant logo on event flier, riseVB donation cards and website
- Tag in all event promotion, including but not exclusive to riseVB's Instagram, Facebook and board members' personal accounts (collectively over 50k followers)
- Feature in riseVB's holiday card and riseVB's e-blast

### THE FULL FOODIE: \$1500 DONATION

- (4) VIP Tickets to riseVB's 6th Annual Beach Ball on February 19, 2022 at The Marriott Resort Hotel (~ \$800 value!)
- Restaurant logo included on marketing video promo
- Restaurant spotlight and interview on Instagram feed and story
- Restaurant spotlight on TikTok
- Restaurant logo on event flier, riseVB donation cards and website
- Tag in all event promotion, including but not exclusive to riseVB's Instagram, Facebook and board members' personal accounts (collectively over 50k followers)
- Feature in riseVB's holiday card and riseVB's e-blast

### THE CHEERS, VB: \$750 DONATION

- (2) VIP Tickets to riseVB's 6th Annual Beach Ball on February 19, 2022 at The Marriott Resort Hotel (~ \$400 value!)
- Restaurant logo included on marketing video promo
- Restaurant spotlight on riseVB's Instagram feed and story
- Restaurant logo on event flier, riseVB donation cards and website
- Tag in all event promotion, including but not limited to riseVB's Instagram & Facebook and board members' personal accounts (collectively over 50k followers)
- Feature in riseVB's e-blast

### THE BON APPETIT: \$500 DONATION

- Restaurant logo included on marketing video promo
- Restaurant spotlight on riseVB's Instagram story
- Promotion on event flier, riseVB donation cards and website
- Tag in all event promotion and riseVB's Instagram and Facebook
- Feature in riseVB's e-blast

# RISE FOR RESTAURANTS WEEK

Sunday January 23rd - Saturday January 29th

Please reach out to riseVB's board members for any questions. We look forward to hearing from you!

## HOW TO GIVE

Checks can be made payable to **riseVB** with memo "Beach Ball 2022" and mailed to riseVB's Treasurer, Annesley Cole, at the following address:

916 Bay Colony Drive  
Virginia Beach, VA  
23451

## THE FINE PRINT

All donations are tax deductible. After riseVB processes the check, you will receive an invoice acknowledging the tax deductible donation.

## CONTACT US

info@risevb.org  
www.risevb.org  
@risevb

## RISEVB BOARD MEMBERS

Lindsey Basnight  
Annesley Cole  
Emily Cole  
Meredith Corner  
Sammie Foster  
Alexis Hionis  
Veronique Hionis  
Luke Kohart  
Izzi Marquart  
Liz Miller  
Matt Miller  
Kayla Olson  
Dare Ruffin  
Rachel Schoenbaum  
Katheryn Stanwick  
Madison Stein  
Jon Thompson  
Tiana Timm  
Mac Weaver  
Maggie Whittemore



rise  
VB



riseVB