

1093 South Broadway  
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Lexington, Kentucky 40504



Phone: 859-259-1834  
Email: [info @bcbky.org](mailto:info@bcbky.org)  
Website: [www.bcbky.org](http://www.bcbky.org)

Serving People Affected by Vision Loss

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Dear Friends,

August 20, 2020

The Bluegrass Council of the Blind is excited to announce the final itinerary of the 2020 SEE Cruise - "Sailing the Air Waves!" That's right! Our cruise-themed event is going **virtual** and will be **an extended, week-long virtual cruise!** We will set sail on Sunday, October 4, with the launch of our online auction and raffle, followed by a week of exciting live online updates, auction package features, giveaways, and reaching our final destination with a "Sail-abration" on October 11 from 4 to 5:30 p.m., featuring live music from Conch Republic and lots of surprises from our honorary SEE Captain, LEX18 Chief Meteorologist Bill Meck. Tune in for fun and philanthropy on Facebook, Twitter, Instagram or on the auction website.

Thanks to the fantastic efforts of our donors and volunteers over the past seven years, **this annual event has raised nearly \$93,000 to support life-changing programs for Kentuckians who are blind or visually impaired.** We hope we can count on **your** support this year to help us reach our goal of \$20,000!

We are currently seeking event sponsors, as well as items for our silent auction and raffle. This cruise ship-themed, virtual event will sail the air waves from the live sound stage at the Lexington School for Recording Arts and broadcast LIVE over multiple social media platforms and our event website. Our silent auction and raffle will launch one week prior to the live event (October 4) and conclude at 5:30 p.m. on October 11. All sponsors and donors will be distinctly recognized.

Bluegrass Council of the Blind empowers Kentuckians affected by vision loss by providing information, education, referrals, training and peer support to promote inclusion and independence for people with vision loss. Your contribution will go a long way to provide these essential services. To learn more about BCB, our programs, and this unique opportunity, please visit [www.bcbky.org](http://www.bcbky.org).

- Your gift is tax deductible to the extent allowed by law. Our 501(c)(3) nonprofit tax ID is (EIN) 61-0971827 – KY Gaming License: #002168.
- All sponsors and donors will receive a receipt for tax purposes.
- BCB promotes sponsors and donors via public service announcements on radio and TV, our website, newsletter, Facebook, Twitter and Instagram, as well as on-site event promotions.
- Silent auction packages and raffle items will be featured for a full week prior to the live event and will be promoted on most all social media platforms

Thank you for your consideration. Your donation will make a difference in the lives of adults and families affected by vision loss in the Bluegrass.

Warmest Regards,

A handwritten signature in black ink that reads "Theresa D. Thomas". The signature is written in a cursive, flowing style.

Theresa D. Thomas  
Executive Director

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#### **BOARD OF DIRECTORS**

Judy Potter, President \* Rebecca Parmley, Vice President \* Jeanne Van Arsdall, Secretary \* Marion Crusott, Treasurer  
Arthur Abshire \* Len Cox \* Daniel Heller \* Philip Rose \* Pat Ryan \* Zadia Ryan

# BCB's 2020 "SEE" CRUISE – SAILING THE AIR WAVES

## IN-KIND DONATION FORM

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail \_\_\_\_\_

Donor Name as you wish it to be listed on the bid sheet): \_\_\_\_\_

**We/I would like to contribute the following items(s) to help raise funds for people with vision impairments:**

Please list items and value (include a description to be used for your tax receipt)

_____	Value \$
_____	Value \$
_____	Value \$
_____	Value \$

Date donated \_\_\_\_\_ Received by (name) \_\_\_\_\_

**\*PLEASE NOTE:** The value of the items listed above should be determined by you, the donor. Bluegrass Council does not assign values or judge the condition of non-cash donations. A receipt will be mailed to you for tax purposes once this form is completed and received by BCB with the donated item(s).

Auction items can be delivered to the Bluegrass Council of the Blind office at 1093 South Broadway, Suite 1214, between the hours of 9 a.m. and 4 p.m., Monday through Thursday. Secure storage will be provided until the event. Items must be delivered by September 20 in order to be included in the silent auction. We will also be happy to decide to pick up auction items. If you have questions or need more information, contact our office at (859) 259-1834 or email [info@bcbky.org](mailto:info@bcbky.org).

**A gift receipt will be provided for your donation. *Thank you for your support!***

***Please return to:* BCB, 1093 S. Broadway, Suite 1214, Lexington, KY 40504**

**THANK YOU for investing in programs that empower people affected by vision loss.**

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## 2020 "SEE" CRUISE - *Sailing the Air Waves!*

### SPONSOR FORM

Company Name (or individual): \_\_\_\_\_

Contact: \_\_\_\_\_

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

\_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail \_\_\_\_\_

*Sponsor Name (to appear in print):* \_\_\_\_\_

***I/We would like to support programs for people with low to no vision by sponsoring the 2020 SEE Cruise with the following commitment:***

#### **SPONSORSHIP LEVELS: (Please select)**

- Ship Sponsor \$2,000
- Party Barge Sponsor \$1,000
- Port Sponsor \$ 500
- Tugboat Sponsor \$ 250
- Other \$\_\_\_\_\_ (Cash donations of any amount are appreciated)

I have enclosed a check in the amount of \$\_\_\_\_\_ and would like a receipt mailed (or emailed) to: \_\_\_\_\_

Please send an invoice to the address listed above.

Pay online by visiting [www.bcbky.org](http://www.bcbky.org) and click on "Donate Now."

**THANK YOU for investing in programs that empower people affected by vision loss.  
A gift receipt will be provided for your donation.**

**Please return to: BCB, 1093 S. Broadway, Suite 1214, Lexington, KY 40504**

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## **BCB's 2020 "SEE" Cruise – Sailing the Air Waves**

Bluegrass Council of the Blind, Inc. (BCB) empowers Kentuckians affected by vision loss through peer support, information, education, technology, advocacy and training – and is the ONLY nonprofit exclusively serving the needs of adults affected by vision loss in Fayette and surrounding counties.

### ***Why your company should get involved:***

For seven years, the annual SEE Cruise event has been attended by hundreds of faithful followers enjoying fun and philanthropy and we expect nothing less this year! Sponsors and donors will be recognized through social media posts, on the event auction site, in newsletters and on the BCB website. The funds raised support programs that provide vital peer support to adults losing their sight, education for professionals working with the blind, and assist adults with low to no vision in obtaining life-changing technology and devices for greater independence. To find out more please visit [www.bcbky.org](http://www.bcbky.org).

### **How your company can be a part of the 8<sup>th</sup> Annual SEE Cruise --**

#### **Ship Sponsor – \$2,000 (exclusive presenting sponsor)**

- Exclusive invitation to present live during the event broadcast or share a video (up to 5 minutes)
- Exclusive invitation to join a BCB staff member on any radio or TV promotional spots (subject to availability with stations)
- Company logo prominently displayed on the event auction website carousel and printed materials and mention in all public relations efforts
- Banner prominently displayed at event (you provide)
- Live recognition from the band and MC at event
- Recognition on TV appearances and radio PSAs, BCB website, social media sites, and newsletters
- Six free tickets to the 2021 SEE Cruise event

#### **Party Barge Sponsor – \$1,000**

- Company logo prominently displayed on the event auction website carousel,
- Banner displayed during the event (you provide)
- Live recognition from the band and MC at event
- Recognition on TV appearances and radio PSAs, BCB website, social media sites, and newsletters
- Four free tickets to the 2021 SEE Cruise event

#### **Port Sponsor – \$500**

- Name or logo displayed on the event auction site carousel
- Banner displayed at event (you provide)
- Live recognition from the band and MC at event
- Recognition on BCB website, social media sites and newsletters
- Two free tickets to the 2021 SEE Cruise

#### **Tug-Boat Sponsor – \$250**

- Live recognition from the band and MC at event
- Recognition on BCB website, social media sites and newsletters

**Thank you for supporting services for people affected by vision loss. We look forward to having you join us for the virtual 8<sup>th</sup> annual SEE cruise from Sunday, October 4<sup>th</sup> through the 11th!**

#### **For further information, please contact:**

Theresa Thomas, Executive Director

Bluegrass Council of the Blind, Inc.

859-259-1834 office    859-396-2778 cell    [info@bcbky.org](mailto:info@bcbky.org)