

THE
GEORGE H.W. BUSH
POINTS OF LIGHT
AWARDS

2024
SPONSORSHIP
OPPORTUNITIES

Inspiring Millions to Take Voluntary Action in Service to Others

The George H.W. Bush Points of Light Awards Celebration shines a spotlight on visionary leaders who are devoted to changing people’s lives and transforming communities. This is the highest honor that Points of Light bestows to recognize the most powerful examples of the impact of service.

In 2019, Points of Light established The George H.W. Bush Points of Light Awards to recognize individuals whose lives and commitment to serving others reflect the values that President Bush lived each day of his life: integrity, empathy, compassion, respect, optimism and conviction in the face of opposition.

Join us at this year’s sixth annual awards celebration in recognition of these exceptional individuals who demonstrated remarkable voluntary action in service to others and deliver meaningful impact. With your help, Points of Light continues to inspire, equip and mobilize millions around the globe to take action that changes the world.

THE GEORGE H.W. BUSH
POINTS OF LIGHT
AWARDS CELEBRATION

OCTOBER 23
6 P.M.

CAPITAL HILTON
WASHINGTON, D.C.



SHRUTI AMULA
FOUNDER OF
RISE N SHINE FOUNDATION



ARTHUR M. BLANK
OWNER & CHAIRMAN,
BLANK FAMILY OF BUSINESSES



ASHLEY BROWN
FOUNDER & CEO,
SELFLESS LOVE FOUNDATION



PATRICK DEMPSEY
ACTOR, PRODUCER, PHILANTHROPIST
AND FOUNDER, THE DEMPSEY CENTER



2024
HONOREES

BECOME A SPONSOR

232M+
MEDIA
IMPRESSIONS

1M+
SOCIAL MEDIA
IMPRESSIONS

495K+
SOCIAL MEDIA
REACH



"Do not mistrust the future; I do not fear what is ahead.
For our problems are large, but our heart is larger."
-George H.W. Bush

Support for The George H.W. Bush Points of Light Awards directly benefits our mission to inspire, equip and mobilize millions of people to take action that changes the world. Aligning your brand with this unforgettable evening is bigger than one night, it's joining a global movement to inspire millions to serve others and our communities. We look forward to you joining us.



POINTS OF LIGHT

3.7M PEOPLE ENGAGED THROUGH POINTS OF LIGHT AND OUR PARTNERS EACH YEAR

16.7M ANNUAL HOURS OF SERVICE MOBILIZED BY POINTS OF LIGHT

\$498M ANNUAL ECONOMIC VALUE OF PEOPLE POWER MOBILIZED BY POINTS OF LIGHT

SPONSORSHIP OPPORTUNITIES

- \$250,000
SIGNATURE SPONSOR
(Two Opportunities Available)
- \$100,000
PLATINUM SPONSOR
- \$50,000
DIAMOND SPONSOR
- \$25,000
GOLD SPONSOR
- \$10,000
SILVER SPONSOR

AWARDS CELEBRATION CO-CHAIRS

FRANK & LIZ BLAKE | LAUREN BUSH LAUREN & DAVID LAUREN | MARIE & ANDY UNANUE

THE GEORGE H.W. BUSH POINTS OF LIGHT
AWARDS SPONSORSHIP OPPORTUNITIES

| | SIGNATURE SPONSOR \$250,000 | PLATINUM SPONSOR \$100,000 | DIAMOND SPONSOR \$50,000 | GOLD SPONSOR \$25,000 | SILVER SPONSOR \$10,000 |
|--|--------------------------------|-------------------------------|-----------------------------|--------------------------|----------------------------|
| DIGITAL / PRESS | | | | | |
| Inclusion on George H.W. Bush Awards Webpage | Logo | Logo | Logo | Name | Name |
| Inclusion in Event Program (For sponsors confirmed by Aug 30) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Inclusion in Event Emails | ✓ | ✓ | ✓ | ✓ | |
| Inclusion in Relevant Press Releases | ✓ | ✓ | ✓ | | |
| Inclusion in Printed Invitation (For sponsors confirmed by May 17) | ✓ | ✓ | | | |
| Social Media Sponsor Level Mentions (Facebook, Instagram, X, LinkedIn) | 2 Custom + 4 Mentions | 1 Custom + 3 Mentions | 2 Mentions | 1 Mention | |
| ON-SITE / EVENT DAY | | | | | |
| Number of Seats | 12 | 10 | 10 | 10 | 4 |
| Recognition on Event Signage | Prominent Logo | Featured Logo | Logo | Name | Name |
| Recognition on Program Welcome Screen | Prominent Logo | Featured Logo | Logo | Name | Name |
| Meet and Greet Opportunities with Honorees, Co-Chairs and Honorary Chairs | ✓ | ✓ | ✓ | | |
| Verbal Recognition On Stage | ✓ | ✓ | ✓ | | |
| Opportunity to Provide On Stage Remarks During Event Program | ✓ | | | | |
| YEAR-ROUND | | | | | |
| Recognition in Points of Light Annual Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | | | | |

*Fulfillment of all benefits related to The George H.W. Bush Points of Light Awards are contingent on finalizing sponsorship prior to event production key dates.

PAST HONOREES



2023



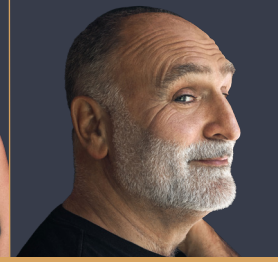
2023



2023



2023



2022



2022



2021



2021



2021



2021



2020



2020



2020



2020



2020



2019



2019



2019

2023

MIKE & JACQUELYNE LOVE
Lead Singer of the Beach Boys
and Philanthropists

CONDOLEEZZA RICE
66th Secretary of State

ROBERT F. SMITH
Founder, Chairman and
CEO of Vista Equity Partners

REBECCA & CHRISTYN TAYLOR
Founder and President,
Rebecca's Wish

2020

MARC & LYNN BENIOFF
Co-founder, Chair and CEO,
Salesforce & Co-chairs, TIME

CAPTAIN SIR THOMAS MOORE
Founder, The Captain Tom
Foundation

HAMDI ULUKAYA
Founder and CEO, Chobani
and Founder, Tent Partnership
for Refugees

SHREYAA & ESHA VENKAT
Co-founders, NEST4US

2022

JOSÉ ANDRÉS
Chef, Restaurateur
and Humanitarian

MAURICE R. "HANK" GREENBERG
Business Leader and Philanthropist

2019

KHLOE THOMPSON
Founder, Khloe Kares

MARIA ROSE BELDING
Founder, MEANS Database

GARTH BROOKS
Country Music Legend and
Co-founder, Teammates for
Kids Foundation

2021

HUGH EVANS
Co-founder and CEO,
Global Citizen

DR. ALA STANFORD
Founder, Black Doctors
COVID-19 Consortium

FRANCINE A. LEFRAK
Founder, Francine A. LeFrak
Foundation and the Same
Sky Foundation

BRYAN STEVENSON
Founder and Executive Director,
Equal Justice Initiative

PAST SPONSORS

abbvie

amazon



CHUBB®

COMCAST
NBCUNIVERSAL

DELTA

DENTONS

Disney

Fidelity
INVESTMENTS

GT GreenbergTraurig

KIRKLAND & ELLIS

KPMG



S&P Global

salesforce

The
Rockefeller
Foundation



Contact Us

Sponsorship opportunities for the George H.W. Bush Points of Light Awards are designed to meet your company's unique goals. For more information, please contact:

KATHERINE O'HARE
Senior Vice President,
Corporate Partnerships & Foundations
Kohare@pointsoflight.org
202-394-6615