

## The Dream BIG Gala 2021 Event and Sponsorship Overview

### Our Mission

Like many businesses and nonprofits in Madison, we are in new territory as we come out of the pandemic, adjusting and expanding our programs as we provide vital services for families in our community. But despite the transition and uncertainty we've all faced over the last year, our mission has stayed steady--**we're committed to igniting the power and potential of youth through one-on-one mentoring.** But we're striving to do so equitably, as we aim to mitigate the impact of the challenges experienced by many of our Littles over the last year. Of the 550+ Littles we served in 2020, **85% come from low-income homes, 72% come from single-/no-parent homes, and 88% are youth of color.** Our agency is focused on providing additional resources to those that are disproportionately affected by the current climate, whether that be because of their limited access to resources, the circumstances in their homes and communities, or unfair treatment based on the color of their skin. We are here for all our families, providing individualized support and connection at a time when it's never been more important.

### The Dream BIG Gala

This work is powered by the funds raised at our Dream BIG Gala each year, which historically has been our largest event, both in terms of participation and fundraising. In 2019, our traditional in-person Gala had more than **750 attendees and raised over \$325,000.** In 2020, the pandemic required us to take our event online, so we hosted The BIG House Party: A Reimagined Gala. We had over 460 virtual attendees, the majority of whom enjoyed a Party in Place Meal Package at home during the event. We had very high levels of participation and **exceeded our goals by raising over \$232,000 at The BIG House Party.**

With the improved public health outlook in our community, **we are thrilled to be hosting this year's Dream BIG Gala in-person at Breese Stevens Field on Thursday, September 23rd.** We plan to host 500 people outdoors, with a cocktail hour, silent auction, live program, and entertainment from local artists. We are designing this event to maximize the in-person experience, and look forward to the community-building that typically comes from bringing folks together to celebrate our mission. For those unable to attend in-person, we'll still offer a seamlessly integrated experience online, including tools to engage in the auction, a live stream of the program, and Party in Place Packages for individuals or small groups. We hope to raise over \$265,000.

### The Sponsor Experience

As a sponsoring company, you'll receive complimentary tickets to The Dream BIG Gala, and your guests can join us in-person for a night of celebration with other community builders. Our live stream option will also be available for those who wish to stay in, with Party in Place Packages for your guests to enjoy during the event. We will coordinate individually with each sponsor to create an evening that is best suited for the needs of your guests, ensuring they receive a memorable experience whether in-person or at home.

### Our Audience

As a sponsor of The Dream BIG Gala, your organization receives exposure to a large audience of community-minded business and community leaders, with an expected 500+ guests. Both with our in-person and virtual Galas, two-thirds of the event donations came from individuals in attendance (not through corporate sponsorship), indicating a high level of engagement and interaction with the event. And

while The Dream BIG Gala serves as a crucial piece of our organization's fundraising strategy, it also provides additional benefits like broadening our visibility in the community and recruiting more volunteer mentors. Our corporate sponsors are central in helping us share our mission and grow our reach.

### **Cost-Effective Fundraising**

For typical fundraising events like our Gala, the industry standard is to raise \$2 for every \$1 spent. But for our events, we average about \$5 for every \$1 spent, which allows us to put more money back into our local community as we create life-long, meaningful mentoring relationships. There is no cost for Littles and their families to participate in our program, so the dollars raised at this event are vital to sustain our agency.

### **Return on Investment for Sponsors**

All sponsors will have their name and logo on materials associated with the event, which will be distributed to approximately 12,000 contacts prior and 500+ attendees at the event. We promote the event via email, postal mail, and social media. Below is a summary of our online reach to supporters:

Open rate on emails for involved audience: 54%  
Click-through rate on emails for involved audience: 36%  
Open rate on emails for general audience: 17%  
Click-through rate on emails for general audience: 6%  
Email contacts in our database: 11,970  
Facebook followers: 3,048  
Instagram followers: 896  
Twitter followers: 631  
LinkedIn followers: 591  
Visits to our website: 903 per month

### **Join Us**

The mentoring relationships we foster are only made possible when individuals and corporate supporters come together, collectively working to make a difference. To that end, we know this continues to be a difficult time for businesses in our community. The same operational struggles we've experienced at our agency are being felt across a variety of sectors, and we are sensitive to the challenging position that many businesses are in. But we're also hearing from companies that are prioritizing investments in our community right now, particularly to agencies like ours that are working to reduce inequities in our community. So at this time, we're asking for your support, if you're in a position to give it. **We are confident in our ability to provide a meaningful sponsorship experience** for you and your guests, and hope you'll join us as a sponsor for The Dream BIG Gala.

# The Dream BIG Gala 2021

## Sponsorship Levels

### Presenting Sponsor - \$15,000

- In-person event tickets (or Party in Place Packages) and VIP experience for 30 guests
- Recognition during event with opportunity to speak during program (pre-recorded up to 5 minutes)
- Company promotional material or branded item to be included in event gift bags (examples: playing cards, voucher for free coffee, treats/snacks, chapstick, activities, hat/apparel, etc.)
- Live and scheduled social media ahead of the event - "Meet the Sponsor" and other social media posts
- Premier Logo Placement and Signage at in-person event, on event website, and all materials for The Dream BIG Gala (print materials, mail and email invite)

### Diamond Sponsor - \$10,000

- In-person event tickets (or Party in Place Packages) and VIP experience for 25 guests
- Recognition during event with opportunity to speak during program (pre-recorded up to 2 minutes) or logo appearance with written message during program
- Company promotional material or branded item to be included in event gift bags (examples: playing cards, voucher for free coffee, treats/snacks, chapstick, activities, hat/apparel, etc.)
- Select social media postings
- Prominent Logo Placement and Signage at in-person event, on event website, and all materials for The Dream BIG Gala (print materials, mail and email invite)

### Platinum Sponsor - \$7,500

- In-person event tickets (or Party in Place Packages) and VIP experience for 20 guests
- Recognition during event with opportunity to speak during program (pre-recorded up to 1 minute) or logo appearance with written message during program
- Company promotional material or branded item to be included in event gift bags (examples: playing cards, voucher for free coffee, treats/snacks, chapstick, activities, hat/apparel, etc.)
- Select social media postings
- Prominent Logo Placement and Signage at in-person event, on event website, and all materials for The Dream BIG Gala (print materials, mail and email invite)

### Gold Sponsor - \$5,000

- In-person event tickets (or Party in Place Packages) for 16 guests
- Recognition during event with opportunity to include written support message with logo appearance
- Company promotional material or branded item to be included in event gift bags (examples: playing cards, voucher for free coffee, treats/snacks, chapstick, activities, hat/apparel, etc.)
- Select social media postings
- Prominent Logo Placement and Signage at in-person event, on event website and all materials for The Dream BIG Gala (print materials, mail and email invite)

### Silver Sponsor - \$2,500

- In-person event tickets (or Party in Place Packages) for 10 guests
- Logo appearance with written message during program
- Select social media postings
- Logo Placement at in-person event, on event website and all materials for The Dream BIG Gala (print materials, mail and email invite)