

The Dream BIG Gala 2022 Event and Sponsorship Overview

Our Mission

Like many businesses and nonprofits in Madison, a lot has changed during the last two years as we've adjusted our programs to provide vital services for families in our community. But despite the transition and uncertainty, our mission has stayed steady--**we're committed to igniting the power and potential of youth through one-on-one mentoring.** The importance of this work continues to grow as our Littles grapple with the conditions created by the pandemic, including financial insecurity, a widening of the achievement gap, and the long-term physical, social, and mental health toll from the last two years. Unfortunately, existing inequities mean our Littles are more likely to experience these challenges: **85% come from low-income homes, 72% come from non-two parent homes, and 88% are youth of color.** But our data shows that when a child is given a mentor, particularly in times of crisis, their lives change for the better. Mentorship can mitigate the effects of trauma and hardship for youth and provide them stability and emotional relief for the journey ahead.

The Dream BIG Gala

This work is powered by the funds raised at our Dream BIG Gala each year, which has historically been our largest event, both in fundraising and attendance. 2021 was no exception, as we gathered outdoors with 500+ supporters in September at Breese Stevens Field. Through sponsorship, event tickets, auction bids, raffle purchases, and donations, each supporter did their part to help us collectively raise over \$309,000 for mentoring in our community. The event exceeded our expectations in revenue (117% of goal) and attendance (111% of goal), which ultimately gave us more resources to put back into our program.

Building off this success, we are excited to announce our 2022 Dream BIG Gala, which will be held outdoors in late summer. We plan to host more than 600 guests, offering a celebration of our local community that includes a Cocktail Hour, extensive Silent Auction, a Live Program (including our Big of the Year Award), and local entertainment. 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 a live stream of the program and participation in the auction. We hope to raise over \$310,000.

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. Your company will also receive various recognition benefits, which are outlined further below. If there are additional or alternative benefits that would create a more meaningful sponsorship experience for your company, please reach out. We are happy to connect with you individually to align our benefits with your priorities.

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 600+ 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

We take pride not just in raising a significant amount of money through this event, but in doing so while keeping costs down. For typical fundraising events like this one, the industry standard is to raise \$2 for every \$1 spent. But for the 2021 Dream BIG Gala, we raised about \$4 for every \$1 spent, and did so while investing back into our local economy--more than 75% of our expenses went to local businesses and vendors. So when you choose to be a sponsor of the Dream BIG Gala, you can do so knowing that your dollars are being used wisely, maximizing the investment that goes back to our Matches. There is no cost for Littles and their families to participate in our program, so the dollars raised (and saved) at this event are vital to our work.

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 to the event, and 600+ 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. We've been buoyed up by the support we've received in the last two years from businesses that have prioritized investments in the community, particularly to agencies like ours that are working to reduce inequities. So if you're in a position to give in 2022, we hope you'll consider joining us as a sponsor for The Dream BIG Gala. **We are confident in our ability to provide a meaningful sponsorship experience** for you and your guests, and look forward to gathering together in celebration of mentoring.

The Dream BIG Gala 2022

Sponsorship Levels

Presenting Sponsor - \$15,000

- In-person event tickets and VIP experience for 4 tables (up to 40 guests)
- Logo and verbal recognition during program, with opportunity to speak on-stage (up to 5 minutes)
- Logo and name recognition on pre-program slide, with option to include customized message
- Company promotional material or branded item to be included in event gift bags (optional)
- Social media posts (including option to co-host a Facebook Live) before and after event - includes post exclusively highlighting your business
- Premier logo placement on 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 and VIP experience for 3 tables (up to 30 guests)
- Logo and verbal recognition during program, with opportunity to speak on-stage (up to 2 minutes)
- Logo and name recognition on pre-program slide, with option to include customized message
- Company promotional material or branded item to be included in event gift bags
- Social media posts before and after event - includes post exclusively highlighting your business
- Prominent logo placement on 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 and VIP experience for 3 tables (up to 30 guests)
- Logo and verbal recognition during program, with opportunity to speak on-stage (up to 1 minute)
- Logo and name recognition on pre-program slide, with option to include customized message
- Company promotional material or branded item to be included in event gift bags
- Social media posts before and after event - includes post exclusively highlighting your business
- Prominent logo placement on 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 for 2 tables (up to 20 guests)
- Logo and verbal recognition during event
- Logo and name recognition on pre-program slide, with option to include customized message
- Company promotional material or branded item to be included in event gift bags
- Social media post before event
- Logo placement on 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 for 1 table (up to 10 guests)
- Logo and verbal recognition during event
- Logo and name recognition on pre-program slide, with option to include customized message
- Social media post before event
- Logo placement on signage at in-person event, on event website and all materials for The Dream BIG Gala (print materials, mail and email invite)