

The logo for the IGNITE 2023 GALA. The word "IGNITE" is in a large, bold, sans-serif font. The "I" is white with a yellow starburst to its left. The "G" is white. The "N" is yellow. The "I" is light blue. The "T" is medium blue. The "E" is dark blue. Below "IGNITE" is "2023 GALA" in a smaller, white, bold, sans-serif font. The background is black with a white starburst on the left and a cluster of blue and yellow starbursts on the right.

IGNITE 2023 GALA

The BrandLab's annual gala, a fundraising event designed to bring the marketing & advertising community together while celebrating our mission-aligned successes.

This year we invite the Midwest marketing and advertising community together as we re-ignite our passion for changing the face and voice of the marketing industry with our treasures and time.

IGNITE DETAILS

This event celebrates the youth we serve across the Midwest and will help us raise \$200,000 in one evening.

DATE: Thursday, October 12, 2023

TIME: 5:30-9:30

LOCATION: Heritage Center of Brooklyn Center, Minnesota.

WHAT TO EXPECT

IGNITE will offer the opportunity to Re-ignite our shared passion and commitment to people of color launching and sustaining careers in workplaces of inclusivity and belonging.

- A red carpet and 360-degree photo booth experience
- Cocktail hour, dinner, live music, and dancing
- Inspirational alumni story shared by Anthony Silva, 3x The BrandLab program participant and current Ovative Group Analyst, Video & Programmatic Media.
- Keynote delivered by Tiffani Daniels, Managing Director, Minnesota Business Coalition for Racial Equity.
- Emceed by Miss Shannan Paul, an incredible comedian, speaker, and artist (and one of 5 Black women auctioneers in the country).
- Silent, live auction, and other fundraising activities, with all of the proceeds directly benefiting the programs offered to BIPOC youth at The BrandLab.

the BRANDLAB

SPONSORSHIP LEVELS

Five (5) sponsorship levels are available.

PRESENTING SPONSOR

\$20,000

- Opportunity to speak, address the audience and introduce a portion of the program.
- Two (2) reserved tables (of 10) with twenty (20) gala event tickets with premier seating.
- Formal recognition at the opening and closing of the event.
- Recognition on national event materials, event promotion, and website, including name, logo, and link.
- Before the gala, group and individual shoutouts on all social media platforms.
- Inclusion on our website and annual report as an FY'24 BrandLab Sponsor.
- Opportunity to buy additional tickets at an early bird rate.
- Sponsor ribbon on attendee name badge.

PLATINUM SPONSOR

\$10,000

- One (1) reserved table (of 10) and five (5) extra tickets for fifteen (15) total tickets with premier seating.
- Recognition on national event materials, event promotion, and website, including name, logo, and link.
- Acknowledgment in event opening and closing remarks.
- Before the gala, group and individual shoutouts on all social media platforms.
- Inclusion on our website and annual report as an FY'24 BrandLab Sponsor.
- Opportunity to buy additional tickets at an early bird rate.
- Sponsor ribbon on attendee name badge.

GOLD SPONSOR

\$5,000

- One (1) reserved table (of 10) with premier seating.
- Recognition on national event materials, event promotion, and website, including name, logo, and link.
- Acknowledgment in event opening and closing remarks.
- Before the gala, group and individual shoutouts on all social media platforms.
- Inclusion on our website and annual report as an FY'24 BrandLab Sponsor.
- Sponsor ribbon on attendee name badge.



SILVER SPONSOR

\$2,500

- Five (5) reserved tickets.
- Recognition on national event materials, event promotion, and website, including name, and link.
- Acknowledgment in event opening and closing remarks.
- Group recognition (with other sponsors at this level) once on our social media platforms.
- Inclusion on our website and annual report as an FY'24 BrandLab Sponsor.
- Sponsor ribbon on attendee name badge.

BRONZE SPONSOR

\$1,000

- Two (2) reserved tickets.
- Recognition on national event materials, event promotion, and website, including name, and link.
- Inclusion on our website and annual report as an FY'24 BrandLab Sponsor.
- Sponsor ribbon on attendee name badge.