

IGNITE

The BrandLab's annual gala is a fundraising event designed to bring the marketing and advertising community together while celebrating our mission-aligned successes and the youth we serve across the Midwest.

DATE:

Thursday, October 12, 2023

TIME:

5:30-9:30

LOCATION:

Carriage Hall at Heritage Center of Brooklyn Center
6155 Earle Brown Dr, Brooklyn Center, MN 55430

WHAT TO EXPECT:

Ignite This 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 five Black women auctioneers in the country).
- Silent auction, live auction, and other fundraising activities, with all of the proceeds directly benefiting the programs offered to BIPOC youth at The BrandLab.

SCHEDULE:

5:30 - 6:30

Social Hour, Silent Auction, and More

6:30 - 7:30

Dinner

Welcome

Recognition, Mike Caugin,
Chief Creative Officer, Periscope

Anthony Silva, The BrandLab Alumni, Analyst,
Video & Programmatic Media, Ovative Group

7:30 - 8:15

Live Auction

The BrandLab Youth

Fund-a-Need

8:15 - 8:35

Keynote Speaker: Tiffani Daniels,
Managing Director, Minnesota Business
Coalition for Racial Equity (MBCRE)

8:35 - 9:30

Live Music & Dancing

DIRECTIONS:

From the West – Plymouth, Maple Grove, St. Cloud

Take I-94 East and I-694 East. At the split of I-694 and I-94, follow I-94 to Shingle Creek Parkway exit #34, follow Cloverleaf around, turn left onto Shingle Creek Parkway, left at stoplight (Summit Drive North), left again one block at Earle Brown Drive (first turn), follow around to the main entrance on your right.

From the North – Duluth, Forest Lake

Take I-35 South to I-694 West, then to Shingle Creek Parkway exit, follow Cloverleaf around, turn right onto Shingle Creek, left at second stoplight (Summit Drive North), left again one block at Earle Brown Drive, follow around to the main entrance on your right.

From the East – Minneapolis, St. Paul

Take I-94 West and I-694 West to Shingle Creek Parkway exit #34, follow Cloverleaf around, turn right onto Shingle Creek, left at second stoplight (Summit Drive North), left again one block at Earle Brown Drive, follow around to the main entrance on your right.

From the South – Airport, Bloomington, Richfield

Take I-494 West to Hwy. 100 North, exit at John Martin Drive. At top of exit, cross through intersection 57th Avenue North to John Martin Drive, turn left, continue to first stop sign, turn right onto Earle Brown Drive, continue through next stop sign and watch for the main entrance on your left.

NEARBY HOTEL:

Country Inn & Suites by Radisson, Brooklyn Center, MN
2550 Freeway Boulevard, Brooklyn Center, Minnesota 55430
(612) 255-0745

A block of rooms, listed under The BrandLab, is on hold until Tuesday, September 12th, 2023. Reservations made after the cut-off date of September 12th will be subject to availability and price at that time.