

# 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.

## SPONSORSHIP LEVELS:

Five (5) sponsorship levels are available.

### PRESENTING SPONSOR

\$20,000

### PLATINUM SPONSOR

\$10,000

### GOLD SPONSOR

\$5,000

### SILVER SPONSOR

\$2,500

### BRONZE SPONSOR

\$1,000

## **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.