

# Night of Magic

## Sponsorship Opportunities

**Our Audience:** Attendees are dynamic, socially-conscious young professionals (25–40) from industries like finance, tech, consulting, marketing, and the arts. They blend trend-conscious lifestyles with values-driven decision-making, prioritizing philanthropy and social impact. Predominantly female (70%), with strong male representation, they are middle to upper-middle class with disposable income for wellness, lifestyle, and professional investments.

**The Event:** Our event offers an opportunity for sponsors to connect with a purpose-driven audience of young professionals while supporting our mission to improve the mental health of children battling serious illnesses. This unique rooftop event combines breathtaking views, meaningful connections, and a chance to align your brand with an impactful cause.

### Why Sponsor:

● **Reach a Key Demographic:** Engage with young professionals, our alumni, and volunteers—an active, socially-conscious, and influential group.

● **Networking Opportunities:** Build relationships with like-minded professionals in a unique, elevated setting.

● **Community Impact:** Showcase your commitment to giving back by supporting children and families in need.

● **Brand Visibility:** Your logo will be featured prominently throughout the event, digital marketing, and our social media channels, reaching thousands of followers.

### Presenting Sponsor – \$25,000 (*Exclusive Opportunity!*)

- Event branded as “Night of Magic, Presented by...”
- Opportunity to speak during the event.
- Featured logo placement on all printed and digital event materials.
- Custom Social Media post
- Recognition in press releases and email campaigns (25,000+ reach).
- Opportunity to provide promotional materials/gifts to attendees.
- 10 complimentary tickets for VIP guests.

### Gold Sponsor – \$10,000

- Prominent logo placement on all printed and digital event materials.
- Recognition in press releases and email campaigns (25,000+ reach).
- Verbal recognition at the event.
- Custom Social Media post
- Branded table or activation area at the event.
- Opportunity to provide promotional materials/gifts to attendees.
- 10 complimentary tickets for VIP guests.

### Silver Sponsor – \$5,000

- Logo placement on all printed and digital event materials.
- Recognition in email campaigns (25,000+ reach).
- Verbal recognition at the event.
- Opportunity to provide promotional materials/gifts to attendees.
- Custom Social Media post
- 5 complimentary tickets for VIP guests.

### Bronze Sponsor – \$2,500

- Shared logo placement on all printed and digital event materials.
- Recognition in email campaigns (25,000+ reach).
- Verbal recognition at the event.
- Custom Social Media post
- 2 complimentary tickets for VIP guests.
- Shared logo placement on digital event materials.
- Recognition in email campaigns (25,000+ reach).
- Verbal recognition at the event.
- 2 complimentary tickets for VIP guests.

### Friend – \$500

- Shared logo placement on digital event materials.
- Recognition in thank you email post-event.
- Verbal recognition at the event.

### Supporter – \$250

- Recognition in email campaigns (25,000+ reach).
- Verbal recognition at the event.

### In-Kind Sponsorship Opportunities:

In-kind sponsors receive benefits matching the value of their contributions within the sponsorship tiers. Examples include alcohol donations (champagne, spirits, wine), branded fashion or beauty items, tech or financial services as promotional gifts, health and wellness packages, and luxury goods like jewelry or watches for raffles or auctions.