



SASHA BRUCE YOUTHWORK

INVITES YOU TO BE

# A LIGHT IN THE DARK

SPONSORSHIP  
OPPORTUNITIES



# A LIGHT IN THE DARK

A CELEBRATORY BENEFIT

JUNE 23, 2021 | 6:00 PM

## A LETTER FROM THE EVENT CHAIRS

May 2021

Dear Community Partner,

It is our distinct pleasure to invite you to be A Light in the Dark for homeless youth and to ask that you please consider sponsoring this year's celebratory benefit, scheduled for June 23, 2021

For the past 45 years, Sasha Bruce Youthwork has worked to bring an end to youth homelessness across the DC Region. Through our 22 programs and more than 175 staff, we are reach over 6,500 youth experiencing homelessness across DC and Prince George's County.

This year's event will bring awareness to the fact that within each young person experiencing homelessness burns a resilient flame. Individually, that flame may appear dim and faltering at times, but when youth and supporters come together, it becomes a powerful, bright light in the darkness.

As a sponsor, you will have the opportunity to join hundreds of caring individuals for a tribute to the inspiring young people redefining the homeless experience; and the committed supporters and advocates putting into action real solutions to **end youth homelessness in the DC region.**

And, in recognition of the global health emergency this past year, *A Light in the Dark* is dedicated to our frontline workers and generous supporters who continued to light the way through the added difficulties of the pandemic year.



Please RSVP at [sashabruce.org/alightinthedark](https://sashabruce.org/alightinthedark)

Please join us in being a light in the dark for youth experiencing homelessness and consider one of the sponsorship opportunities included in this packet. Your generosity will have a transformational impact in the lives of youth in our region.

With appreciation



Timothy Watkins

Benefit Committee Chair



Todd Gambill

## **About Sasha Bruce Youthwork**

Founded in 1976, Sasha Bruce Youthwork works to improve the lives of runaway, homeless, abused, and neglected youth and their families in the DC Region. Through its 22 programs across the District of Columbia and Prince George's County, MD, Sasha Bruce serves over 6,500 youth annually.

*Proceeds from this annual benefit help fund Sasha Bruce's mission-critical programming across the region. Donations to Sasha Bruce are fully tax-deductible as allowed by law. Our EIN is 52-1006486.*



Please RSVP at [sashabruce.org/alightinthedark](https://sashabruce.org/alightinthedark)

# ABOUT THE EVENT

WEDNESDAY | JUNE 23, 2021 | 6:00 PM ET | ONLINE

## CHAIR

Tim Watkins & Todd Gambill

## HONOREES

Marie Ridder

Founder's Lifetime Achievement Award

Jonathan and Hannah Allen

Youth Choice Award

Dr. Destiny-Simone Ramjohn, Carefirst

Community Champion Award

## MASTER OF CEREMONIES

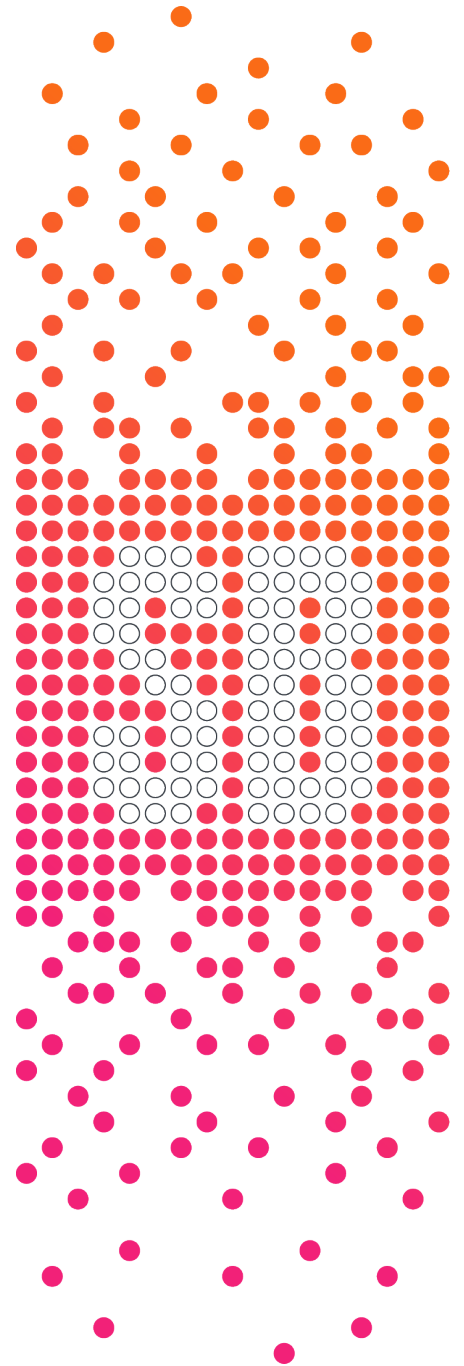
DJ Little Bacon Bear

WKYS

## SPECIAL PERFORMANCES

- **Elle Simone Scott**, America's Test Kitchen  
Special Cooking Demonstration
- **Brandon Stansel**, Rising Country Music Artist  
Pride Month Tribute

With an exclusive Music Video Premiere of "Smile Like Me"  
by our very own, **Trooly H.I.M**



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## SPONSORSHIP OPPORTUNITIES

### \$45,000 – PRESENTING SPONSOR

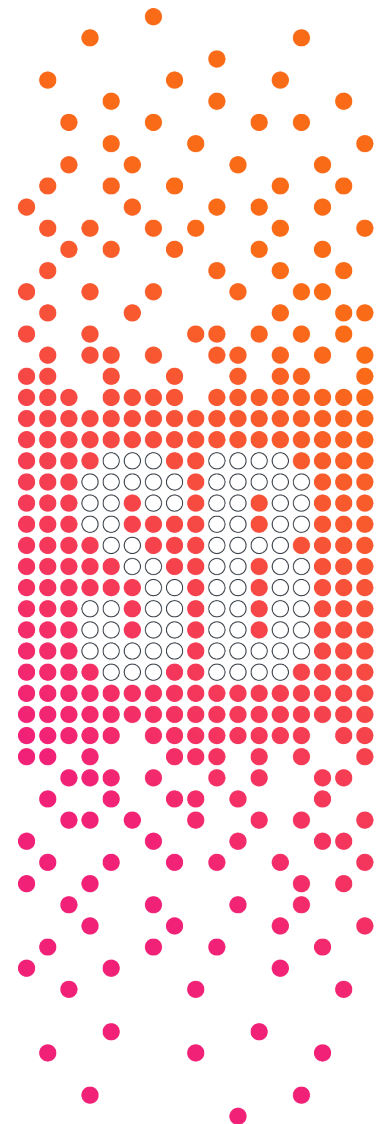
- Listing as Presenting Sponsor to include name/logo on all event banners and printed invitation.
- Recognition on the day of the event by the Executive Director
- Two individual social media posts with sponsor logo
- Prominent listing on even and social media pages.
- Opportunity for one e-blast to or subscriber list
- 25 Deluxe Event @ Home Boxes

### \$25,000 – PLATINUM SPONSOR

- Prominent listing as Platinum sponsor on website and during the performance
- Two individual social media posts with sponsor logo
- Opportunity for 25 second promotional video during show\*
- Opportunity to include branded item in Event In a Box & Youth Watch Party Gift Bags\*\*
- Opportunity for one e-blast to or subscriber list
- 20 Deluxe Event @ Home Boxes

### \$15,000 – GOLD SPONSOR

- Prominent listing as Gold Sponsor on website and during the performance
- Two individual social media posts with sponsor logo
- Opportunity for 25 second promotional video during show\*
- Opportunity to include branded item in Event In a Box & Youth Watch Party Gift Bags\*\*
- Opportunity for one e-blast to or subscriber list
- 15 Deluxe Event @ Home Boxes

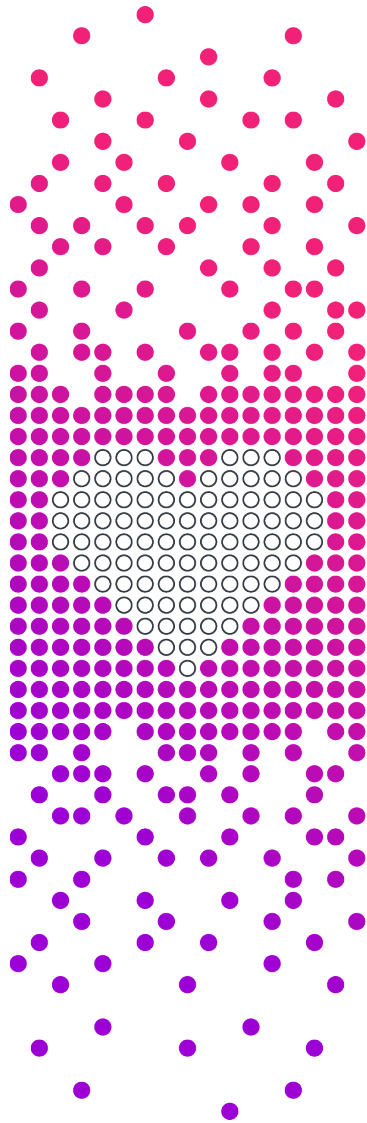


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## \$10,000 – SILVER SPONSOR

- Prominent listing as Silver Sponsor on website and during the performance
- Two individual social media posts with sponsor logo
- *Opportunity to include branded item in Youth Watch Party Gift Bags\*\**
- 10 Deluxe Event @ Home Boxes

## \$5,000 – BRONZE SPONSOR

- Prominent listing as Bronze Sponsor on website and during the performance
- Two individual social media posts with sponsor logo
- Opportunity to include branded item in Youth Watch Party Gift Bags\*\*
- 5 Deluxe Event @ Home Boxes

## \$1,000 – YOUTH ADVOCATE SPONSOR

- Listing in digital program and website
- One Deluxe Event @ Home Box

## \$500 – PREMIUM TICKET

- One Premium Event @ Home Box

\* Videos must be received by Wednesday, June 9<sup>th</sup>

\*\* Branded items must be received by June 11<sup>th</sup>



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## UNIQUE SPONSORSHIP OPPORTUNITIES

### \$15,000 – YOUTH WATCH PARTY SPONSOR

*Limited to three sponsors*

Help ensure this year's event is accessible to everyone, even those that do not have a stable place to call home. This sponsorship opportunity will transform the Barracks Row Drop-In Center into an all-day Red-Carpet Experience for youth experiencing homelessness. Your generosity is sure to leave a lasting impression in the lives of youth and ensure they can join in the celebration.

- Prominent listing as Youth Watch Party Sponsor on website and at the Drop-In Center
- Two individual social media posts with sponsor logo
- Opportunity for 60 second promotional or pre-recorded video to be aired at Drop-In Center
- 5 Deluxe Event @ Home Boxes

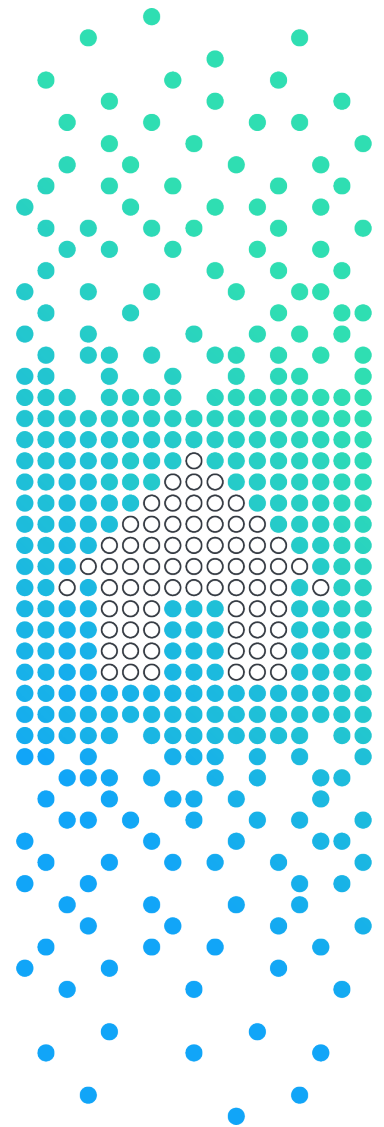
### \$15,000 – ENTERTAINMENT SPONSOR

*Limited to three sponsors*

This year's entertainment will bring to life the unique challenges and resiliency of formerly homeless youth. Confirmed entertainment includes, **Brandon Stansel**, **Elle Simone Scott**, and a special debut by a Sasha Bruce youth, **Trooly H.I.M.** This is an excellent opportunity for anyone who believes in supporting formerly homeless youth and their creative talent.

- Prominent listing as Entertainment Sponsor on website and prior to each performance.
- Two individual social media posts with sponsor logo
- Opportunity to include branded item in Youth Watch Party Gift Bags\*\*
- 5 Deluxe Event @ Home Boxes

\*\* Branded items must be received by June 11<sup>th</sup>



Please RSVP at [sashabruce.org/alightinthedark](https://sashabruce.org/alightinthedark)

## WHAT'S IN THE EVENT BOX?

For the safety of those still awaiting vaccination, this year's event will remain virtual.

Although the stream will be available to everyone, all sponsorship opportunities and premium tickets will come with a custom event box so you can follow along during the event's cooking demonstration.

### PREMIUM BOX

*Included with all sponsorship levels.*

- 8oz Bottle of Simple Syrup
- Two limes
- Popcorn Kernels
- Two branded GoVino Cups
- Turkish Beach Towel
- Branded Stainless Steel Cocktail Shaker
- Cocktail Candle
- Recipe Card
- Small bottle of Gin or Vodka (Must be 21+ or over)

GENEROUSLY SPONORED BY



### DELUXE BOX

*Included with any ticket purchase above \$500 (\$100 for Young Professionals)*

- 8oz Bottle of Simple Syrup
- Two limes
- Popcorn Kernels
- Two branded GoVino Cups
- Recipe Card
- Small bottle of Gin or Vodka (Must be 21+ or over)

*Boxes will be available for pick-up or delivery the week of June 21. Orders and names must be received by June 17.*



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## PLEASE RETURN THIS FORM AS SOON AS POSSIBLE BY:

1) Mailing this form to us at:

Sasha Bruce Youthwork  
Attn: Development  
741 8th St SE  
Washington, DC 20003

2) Emailing this form to:  
drico@sashabruce.org

3) Making your pledge online at:  
www.sashabruce.org/alightinthedark

For questions about sponsorships, please contact  
Daniel Rico at (202) 675-9340 or at  
drico@sashabruce.org.

### SPONSORSHIP LEVEL (Please select the appropriate level)

- |   |          |  |          |
|---|----------|--|----------|
| <input type="checkbox"/> Presenting Sponsor | \$45,000 | <input type="checkbox"/> Youth Watch Party Sponsor | \$15,000 |
| <input type="checkbox"/> Platinum Sponsor   | \$25,000 | <input type="checkbox"/> Entertainment Sponsor     | \$15,000 |
| <input type="checkbox"/> Gold Sponsor       | \$15,000 | <input type="checkbox"/> Youth Advocate Sponsor    | \$1,000  |
| <input type="checkbox"/> Silver Sponsor     | \$10,000 | <input type="checkbox"/> Premium Ticket            | \$500    |
| <input type="checkbox"/> Bronze Sponsor     | \$5,000  | <input type="checkbox"/> Other Contribution _____  |          |

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Name as it should appear on printed materials

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Address

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City

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State:

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ZIP

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Email:

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Phone: