

Ballantyne
Ball



6th
ANNUAL



Saturday
February 15, 2020



Introducing our 2020 Beneficiary Promising Pages

Promising Pages was established in 2011 when founder Kristina Cruise recognized that far too many children (60,000+ in the Charlotte area) grow up with few, if any, books at home. In 2015, only 39% of third-graders in Charlotte-Mecklenburg Schools were reading proficiently. Children who do not read at grade level by third grade are four times more likely to drop out of high school.

Promising Pages inspires children to achieve their dreams by becoming bookworms. Our mission is to provide ownership of books to underserved children and cultivate a lifelong love of reading through innovative literacy programs and partnerships.

Promising Pages works with schools and more than fifty community partners to help families build home libraries and make reading a fun, daily habit. Distributing more than 100,000 free books each year, Promising Pages is the largest distributor of upcycled children's books in the Charlotte area, efficiently addressing this critical – and solvable – community need



2020 Sponsorship
Opportunities

To sponsor the Ballantyne Ball or
for more information, please contact
Allen Starrett at (704) 726-3776 or
info@BallantyneBall.org.

Mission Sponsor \$20,000

- Recognition as Mission Sponsor associated with broad campaign
- Logo on step and repeat photo backdrop
- Welcoming remarks from stage
- Prominent logo placement on e-communications, Ball website, mobile bidding site (pre- and post-Ball for prominence), and big screen slideshow
- Logo on printed materials including dinner programs (front cover)
- Two prominent tables reserved for 10 guests each including logo on table cards
- Two hotel rooms the night of the Ball

Presenting Sponsor \$15,000

- Recognition as Presenting Sponsor associated with gala campaign
- Logo on step and repeat photo backdrop
- Welcoming remarks from stage
- Prominent logo placement on e-communications, Ball website, mobile bidding site (pre- and post-Ball for prominence), and big screen slideshow
- Logo on printed materials including dinner programs (front cover)
- Two prominent tables reserved for 10 guests each including logo on table cards
- Two hotel rooms the night of the Ball

Auction Sponsor (Silent and Live) \$10,000

- Recognition as Auction Sponsor associated with gala campaign
- Logo on silent auction area signage including item description cards
- Logo on auction slideshow and mobile bidding site (pre- and post-Ball for prominence)
- Logo on e-communications, Ball website and big screen slideshow
- Logo on dinner program (back cover)
- Table reserved for 10 guests including logo on table card

Reception Sponsor \$7,500

- Logo and/or recognition associated with reception area
- Logo on e-communications, Ball website, and big screen slideshow
- Logo on dinner program (back cover)
- Table reserved for 10 guests including logo on table card

Activity Sponsors (7 available) \$5,000*

Blinky Ring Sponsor
Behind the Mask Sponsor
Entertainment Sponsor
First Impression Sponsor
Photo Booth Sponsor
Final Impression Sponsor
Volunteer Sponsor

* Each "Activity Sponsor" will receive:

- Logo and/or recognition associated with your particular sponsorship activity
- Logo on e-communications, Ball website, and big screen slideshow
- Logo on dinner program (back cover)
- Table reserved for 10 guests including logo on table card

Promising Pages Partners (5 available) \$3,500*

The Giving Tree Partner
Oh, the Places You'll Go! Partner
Where the Wild Things Are Partner
The Velveteen Rabbit Partner
Goodnight Moon Partner

* Each "Promising Pages' Partner" will receive:

- Logo on e-communications, Ball website, and big screen slideshow
- Logo on dinner program (back cover)
- Table reserved for 10 guests including logo on table card

Other ways you benefit

When you sponsor Ballantyne Ball, we will highlight your company's benevolence in our campaign leading up to the night of the Ball, based on the sponsorship package you select. This will generate significant goodwill for your company. Partnering with us also allows you to engage a highly desirable audience in an exclusive setting at the Ballantyne Hotel. During the Ball, your company will receive benefits and recognition according to your level of sponsorship. The Ball is a wonderful opportunity to not only reward your employees, but also deepen relationships with your clients throughout the evening, giving them all an evening they won't soon forget. In the weeks following the Ball, you will be invited to a special appreciation event to honor your support and contributions. You will also receive additional communications offering you the chance to continue on as a special part of a growing tradition in Charlotte.

At Ballantyne Ball, Fall in Love with Giving

Ballantyne Ball is a 501(c)(3) organization that showcases a masquerade gala focused on community and charity at the Ballantyne Hotel. As Ballantyne's signature annual gala, our mission is to partner with the local community to unmask impactful charitable causes in our own backyard. Everyone involved in planning the Ball – including directors, committee members, volunteers, vendors, supporters and attendees – is dedicated to giving back to Ballantyne and Charlotte.

www.ballantyneball.org