

7th
ANNUAL



*Ballantyne
Ball*

Saturday, February 12, 2022



Introducing our 2022 Beneficiary Madelyn's Fund

After tragically losing their preemie daughter Madelyn in 2015, Rachel and Andy Lee wanted to support families in similar situations. Madelyn's Fund launched in late 2016 in an effort to ease the emotional and financial burdens brought on by a Neonatal Intensive Care Unit (NICU) stay. Time spent in the NICU is financially draining on families. Parents are forced to take unforeseen time off work, incur unexpected travel costs, pay countless medical bills, and in the worst cases, bear the expense of their child's funeral.

The goal of Madelyn's Fund is to ease the stress families experience through financial assistance, allowing them to focus their time and energy on the well-being of their family. As of March 2021, Madelyn's Fund has provided assistance to support 1,352 babies including funding 149 funerals. The need for assistance for NICU families continues to grow as Madelyn's Fund averages two new requests each day.



2022 Sponsorship
Opportunities

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
- One hotel room for 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
- One hotel room for the night of the Ball

Auction Sponsor (Silent and Live – 2 available) \$7,500

- 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

Activity Sponsors (8 available) \$5,000*

Reception Sponsor
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

Madelyn’s Fund Partners (7 available) \$3,500*

Comfort Partner
Hope Partner
Care Partner
Nurture Partner
Strength Partner
Courage Partner
Support Partner

* Each “Madelyn’s Fund 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

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

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