

SPONSORSHIP OPPORTUNITIES  
2023

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BE ENCHANTED.  
FOR A CAUSE.

8TH  
ANNUAL



EST. 2013

BALLANTYNE BALL

FEBRUARY 11, 2023



## **THE EVENING**


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Don't miss this enchanting evening developed with the local community in mind. Ballantyne Ball promises the romance of Valentine's Day, coupled with the intrigue and fantasy of a masquerade ball. It is also an incredible initiative to give back. This annual community charitable gala, the first of its kind, involves local businesses and supports local causes with the hope of enhancing the lives of families experiencing hardship.

Join us. Be enchanted. For a cause.

## MEET OUR 2023 BENEFICIARY

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FEEL STRONG.  
FEEL BEAUTIFUL.  
FEEL HEALTHY.  
SURVIVING OVARIAN  
CANCER WITH  
GRACE.

SherryStrong



**Sherry Pollex**

At 35, Sherry Pollex heard the words “ovarian cancer,” and it changed her life forever. She was diagnosed with stage 3c ovarian cancer and doctors estimated that her chance of survival was less than 30% within 5 years.

Sherry and her long-time partner, NASCAR champion Martin Truex, Jr. established the MTJ Foundation in 2007 originally to focus on pediatric cancer. Following Sherry’s diagnosis, they also established SherryStrong to raise awareness, boost advocacy and generate financial support for ovarian cancer.

In November 2020, the SherryStrong Integrative Medicine Oncology Clinic opened within Novant Health’s new Weisiger Cancer Institute in Charlotte. This holistic center addresses the physical, emotional, spiritual and environmental needs of cancer patients to promote health and wellness. It provides integrative therapies such as oncology massage, acupuncture, meditation, yoga, and nutritional counseling that work in conjunction with the patients’ traditional care programs. These services will be offered to Novant patients regardless of their ability to pay.

Join us in helping those fighting feel strong, feel beautiful, feel healthy and survive ovarian cancer with grace.

## SPONSORSHIP and PARTNERSHIP OPPORTUNITIES

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### MISSION SPONSOR

**\$20,000**  
*1 Available*

- 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**  
*1 Available*

- 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

**\$7,500**  
*2 Available*

- 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

## 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.

# SPONSORSHIP and PARTNERSHIP OPPORTUNITIES

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## ACTIVITY SPONSORS

**\$5,000**

*8 Available*

RECEPTION SPONSOR

BLINKY RING SPONSOR

BEHIND THE MASK SPONSOR

ENTERTAINMENT SPONSOR

FIRST IMPRESSION SPONSOR

PHOTO BOOTH SPONSOR

FINAL IMPRESSION SPONSOR

VOLUNTEER SPONSOR

*Each 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

## SHERRY STRONG PARTNERS

**\$4,000**

*7 Available*

WARRIOR PARTNER

CHAMPION PARTNER

HERO PARTNER

TEAL RIBBON PARTNER

SURVIVOR PARTNER

COURAGE PARTNER

STRENGTH PARTNER

*Each 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  
(704) 726-3776  
or  
info@BallantyneBall.org**



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.

