

SPONSORSHIP OPPORTUNITIES
2024

9TH
ANNUAL



EST. 2013

BALLANTYNE BALL

FEBRUARY 10, 2024

BE ENCHANTED.
FOR A CAUSE.



THE EVENING

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 2024 BENEFICIARY



HOPEWAY

Knowing as many as 1 in 4 people struggle with a mental health condition, HopeWay's founding board was committed to making evidence-based treatment more accessible. HopeWay opened in 2016 to fill the gap in the continuum of care between hospitalization and individual outpatient care. Prior to HopeWay, anyone in the Charlotte area needing more comprehensive treatment had to travel out-of-state to one of the few primary mental health facilities in the U.S. Since opening, HopeWay has served thousands of clients from across the nation through an integrated, proven model, helping people learn the skills necessary to live productive and meaningful lives. Seeing additional need in the community, HopeWay expanded services to offer evidence-based treatment for Veterans with PTSD, and opened an outpatient clinic, HopeWay Psychiatry and

Associates, serving children, adolescents and adults. On a daily basis, HopeWay clients return to school, work, and their families with a renewed sense of hope and strength, and the ability to navigate their life while effectively managing their mental health. Further growth and expansion to meet the growing mental health needs of children & adolescents is on the horizon.

HOPEWAY CLIENTS RETURN TO SCHOOL, WORK, AND THEIR FAMILIES WITH A RENEWED SENSE OF **HOPE** AND **STRENGTH**, AND THE ABILITY TO NAVIGATE THEIR LIFE WHILE EFFECTIVELY MANAGING THEIR MENTAL HEALTH.

SPONSORSHIP and PARTNERSHIP OPPORTUNITIES

MISSION SPONSOR

\$23,000
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
- Two prominent tables reserved for 10 guests each including logo on table cards
- One hotel room for the night of the Ball

PRESENTING SPONSOR

\$18,000
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
- Two prominent tables reserved for 10 guests each including logo on table cards
- One hotel room for the night of the Ball

AUCTION SPONSOR

\$8,500
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
- 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

ACTIVITY SPONSORS

\$6,500
8 Available

RECEPTION SPONSOR

BLINKY RING SPONSOR

FUND-A-NEED 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
- Table reserved for 10 guests including logo on table card

PARTNERS IN HOPE

\$5,500
7 Available

Each will receive

- Logo on e-communications, Ball website, and big screen slideshow
- 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.

