

11TH
ANNUAL



BALLANTYNE BALL

FEBRUARY 14, 2026

*Fall in Love
with Community*

SPONSORSHIP OPPORTUNITIES
2026



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 2026 BENEFICIARY



Baby Bundles

clothing newborns with love

At Baby Bundles, our mission is to provide a bundle of clothing and essential baby items to families living in financial need in the Charlotte area, helping to foster a more positive start for their newborn baby. Baby Bundles has been dedicated to empowering families in the Charlotte area since 2010. We distribute our completed bundles, valued at \$350 each and containing 40+ items, in collaboration with 18 partner organizations.

We are humbled to have grown from distributing 75 bundles in 2011 to 3,000 in 2024, with over 16,000 lifetime families reached. While we are projected to distribute 3,000 bundles, we know that nearly 5,000 infants are born into families earning below 185% of the Federal Poverty Line (NC Department of Health and Human Services

2020) who could also likely benefit from our program. 185% of the FPL for a family of four in 2020 was \$48,470 total household income (ASPE 2020 Poverty Guidelines). We consistently hear from our partners that they would be able to distribute more bundles to families living in financial need should we have additional resources to offer.

The families we serve are welcoming new children into the world, and we are honored to walk alongside them on this journey. Confronted with the enormous challenges that living in poverty brings, our families remain steadfast in their commitment to providing a positive start for their newborn child and are nothing short of remarkable.

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

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

BUNDLES BACKER

\$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 in celebration of 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.