



friThrive



2023 EVENT SPONSORSHIP PACKAGE



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Dear AfriThrive Friend,

AfriThrive Inc. is a 501(c)(3) nonprofit that builds vibrant and thriving African immigrant and minority families through access to food, youth skills and economic opportunity. Our core programs are food access, youth engagement and job training. AfriThrive's programs and services focus on stabilizing Maryland's African American immigrant community in the Greater Baltimore-Washington, DC area. AfriThrive, Inc. is a tax-exempt organization listed on the IRS website as eligible for tax-deductible charitable contributions.

About AfriThrive Night of Excellence Gala

AfriThrive Night of Excellence Gala is our annual signature event that brings together hundreds of guests, including philanthropists from the greater Baltimore-Washington DC and business and community leaders from the same area to help fundraise for our Youth Engagement Program that serves low-income African American immigrant and minority youths in middle and high school. We held our inaugural event last year to celebrate the transition of more than 20 youths from high school to local colleges and universities. Since then, as our need has grown, so too has our geographical reach.

Our next annual AfriThrive Night of Excellence Gala will be held on Saturday, May 20, 2023, at the **Hilton Washington DC/Rockville Hotel & Executive Meeting Center, 1750 Rockville Pike, Rockville, MD 20852**. This year's theme is Celebrating the Present and Inspiring the Future, and our fundraising goal is \$100,000.

We can only meet this goal with the participation and help of community partners like you. I am writing to introduce the following available opportunities and encourage you to consider participating in one or more. Your participation will go a long way in helping us meet our fundraising goal for this year and will be greatly appreciated and will make a difference in what we are doing for low-income youth.

Sincerely,

Truphena Choti, PhD

President & CEO
AfriThrive, Inc.

GALA SPONSORSHIP OPPORTUNITIES



AfriThrive Gala offers your business a unique opportunity to engage with a targeted audience of African American immigrants, supporters, leaders, and education enthusiasts.

Whether your goal is to increase brand awareness, grow market share, introduce a new product, differentiate from the fiercest competitors, or drive online and retail sales, AfriThrive's Gala offers you a wide range of promotional opportunities that will maximize your investment and experience. Our event execution strategy gives our sponsors maximum exposure, prominent branding, and return on investment. Our sponsorship opportunities are developed in collaboration with each sponsor to meet their marketing objectives, overall footprint and budget.



SPONSORSHIP LEVELS AND BENEFITS



- Exclusive event naming opportunity, AfriThrive Gala Presented by....
- Exclusive opportunity pre-event video message shared on social media.
- Invitation for Company Officer to speak at the Gala event.
- Reserved table for ten (10) and VIP reception.
- Onstage Event Special Recognition by emcee
- Logo hyperlinked on Gala event Webpage and Sponsor page.
- Social Media promotions on Facebook, Instagram and Twitter (content by sponsor)
- Full-page ad in digital program booklet and much more!

PRESENTING SPONSOR

\$15,000+

- Exclusive opportunity for pre-event video message on social media.
- Reserved table of ten (10) and VIP reception.
- Silent auction naming opportunity.
- Onstage Event Recognition by emcee.
- Sponsor logo hyperlinked at event Webpage and Sponsor page.
- Social Media promotions on Facebook, Instagram and Twitter (content by sponsor).
- ½ page color ad in digital program booklet and much more!

PREMIER SPONSOR

\$10,000+

- Reserved five (5) seats and VIP reception
- Onstage Event mention by emcee
- Listing on Webpage and Sponsor page
- Social Media promotions on Facebook, Instagram and Twitter (content by sponsor)
- ½ page color ad in digital program booklet and much more!

PATRON SPONSOR

\$7,500

- Reserved five (5) seats and VIP reception
- Onstage Event Recognition by emcee
- Listing on Webpage and Sponsor page
- Social Media promotions on Facebook, Instagram and Twitter
- Listing in digital program booklet and much more!

THRIVE SPONSOR

\$5,000

- Reserved three (3) seats
- Onstage mention by emcee
- Listing on Webpage and Sponsor page
- Listing in digital program booklet and much more!

FRIEND SPONSOR

\$2,500

- Reserved two (2) seats
- Onstage mention by emcee
- Listing on Webpage and Sponsor page
- Listing on Sponsor page booklet and much more!

SUPPORTER SPONSOR

\$ 1,500

EXCLUSIVE UNDERWRITING OPPORTUNITIES



PARTICIPATION BENEFITS FOR ALL UNDERWRITING SPONSORS

- Name listing on the invitation (if committed by March 20)
- Acknowledgment on AfriThrive and Gala websites
- Spotlight through all AfriThrive social media platforms
- Recognition in the AfriThrive newsletter
- Recognition in post gala communication

PHOTO BOOTH SPONSOR
\$1,500 (5)

VIP PRE-EVENT SPONSOR \$12,500+

- Exclusive recognition as the VIP Pre-Event
- Reception Sponsor on all Gala materials and promotion (deadlines apply)
- Name the evening's signature cocktail and include exclusive logo on the walls.
- Exclusive corporate logo placement on cocktail napkins
- video message to be shared on social media platforms.



DINNER SPONSOR \$10,000+

- Exclusive recognition as Dinner Sponsor on all Gala materials and promotion
- Opportunity for pre-event video message to be shared on social media platforms.
- Logo on menu cards placed on each table.
- ½ page color ad in digital program booklet and much more!



AUCTION SPONSOR \$7,500+

- Company recognition on Auction Pick Up signage at the event.
- Logo placement on auction bags
- ½ page color ad in digital program booklet and much more!



DESSERT SPONSOR \$5,000

- Company Logo placement on dessert menu card and items
- ¼ page color ad in digital program booklet as dessert sponsor and much more!



WELCOME SPONSOR \$2,500

- Pre-recorded welcome message to play at the start of the event (:10 seconds)
- Logo displayed in the evening digital presentation.



SPONSORSHIP AGREEMENT SUPPORT / UNDERWRITING



CONTACT INFORMATION

Recognition Name/Company: _____

Contact Name: _____

Address: _____

Phone (Home): _____ (Cell): _____ (Work): _____

Email _____

YES, I/WE WILL SUPPORT AFRITHRIVE GALA AT THE FOLLOWING LEVEL:

- \$15,000 Presenting Sponsor
- \$10,000 Premier Sponsor
- \$7,500 Patron Sponsor +
- \$5,000 Thrive Sponsor +
- \$2,500 Friend Sponsor
- \$1,500 Supporter Sponsor
- \$100 Individual Ticket(s) (\$_____)

YES, I/WE WILL UNDERWRITE THE AFRITHRIVE GALA AT THE FOLLOWING LEVEL:

- VIP Pre-event Reception Sponsor-\$12,500
- Dinner Sponsor \$10,000
- Auction Sponsor \$7,500
- Dessert Sponsor\$5,000
- Welcome Sponsor \$2,500
- Photo Booth Sponsor \$1,500

Other \$_____

For Donor Recognition Platforms:

- Please list as: _____
- I/We prefer to remain anonymous. _____
- LinkedIn URL _____
- Website URL: _____
- Facebook page: _____
- Instagram handle _____
- Twitter handle _____

YOUR IMPACT

1 MILLION LBS OF
CULTURALLY
APPROPRIATE
FOODS

153,000
CHILDREN
AND ADULTS
SERVED

12,480
VOLUNTEER
HOURS

11,000 MASKS
AND COVID
TESTING KITS

PAYMENT INFORMATION



Enclosed is my check in the amount of \$ _____.

I/We wish to support at the sponsorship level indicated above and register.

I/We are unable to attend but would like to make the following donation:

\$1,000 \$500 \$250 \$100 Other \$ _____

Please get in touch with me regarding creating an underwriting opportunity.

Please charge my credit card in the amount of \$ _____

Card Number :

Expire Date : **CVV** **SIGNATURE** _____

I want to cover the 3.95% credit card fee so that 100% goes to AfriThrive.

Thank you for your commitment. You will be sent a confirmation with additional details.
Contributions more than the fair market value of \$100 per ticket will be tax deductible.

AfriThrive Tax ID: 84-2431077

Please return this sheet via email or mail to:
AfriThrive Inc
P.O BOX 6093, Silver Spring, MD 20906
240-273-8363 | Truphena.Choti@afri thrive.org



To register and pay online, please scan the QR Code or visit: www.afri thrive.org

This document is a binding agreement between AfriThrive and the bearer of this signature. Contributions are tax-deductible to the full extent allowed by law.



**Many Thanks to the 2023
AfriThrive Gala Committee**

Dr. Enock Bonyi

Dr. Vera Ogembo

Prof. Charles Choti

Mr. Samuel Omwenga

Mr. Geoffrey Kinyanjui

Dr. Bernard Marasa

Dr. Robert Matunda

Ms. Piah Njeru

Ms. Joy Gacuga

Gala Chair

Gala Co-Chair

Gala Host

Sponsorship Committee Chair

Auction Committee Chair

Entertainment Committee Chair

Awards Committee Chair

Volunteer Committee Chair

Hospitality Committee Chair

We are happy to work with your business to customize an appropriate sponsorship package. Should you be interested in having a customized sponsorship package, please let us know. We also have opportunities for your business to support the Gala by giving silent auction items.

Thank you in advance for your participation and sponsorship!
We are excited to see you at the event.



Join Us



www.afrithrive.org



[afrithrive](https://twitter.com/afrithrive)



[AfriThriveInc](https://www.facebook.com/AfriThriveInc)



[afrithrive.inc](https://www.instagram.com/afrithrive.inc)



[afrithrive-inc](https://www.linkedin.com/company/afrithrive-inc)

Dr. Truphena Choti

Phone: (240) 273-8363

Email: Truphena.Choti@afrithrive.org

Please make checks payable to:

AfriThrive Inc.

Mailing address: P.O BOX 6093. Silver Spring, MD 20906.