



SNEAKER BALL 2025

 **SATURDAY, NOVEMBER 8, 2025**

 **THE CENTER AT TWENTY THREE HUNDRED - SACRAMENTO, CA**

 **2025 THEME: RESILIENCE**

The Sneaker Ball Fundraiser Gala is the signature event of **Improve Your Tomorrow (IYT)**, a **national nonprofit** dedicated to increasing college access and success for young men of color. This **Black Tie & Sneakers affair** is an inspiring night to laugh with friends, hear powerful stories, and be moved to make a difference. Join leaders from business, education, government, and philanthropy as we celebrate impact and support the **next generation of changemakers**.

Your Support Has Generational Impact.

This year's event supports IYT's College Success Center, a transformative space in Sacramento, California that will provide mentorship, academic support, leadership training, and career readiness for thousands of young men.

Event Highlights:

-  Networking with top industry leaders
-  Live entertainment & dancing
-  Exclusive auctions & raffles
-  Dinner & premium drinks

[Check out last years event](#)



INTERESTED IN SPONSORING? LET US KNOW



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RECOGNITION OPPORTUNITIES



IYT's Sneaker Ball Gala
November 8th, 2025

Sponsor Levels

| Recognition Benefits | Change Agent (4) | Accelerator (8) | Affiliate (10) | Comunidad (15) |
|--|---------------------|--------------------|-------------------|-------------------|
| | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
| Premiere Visibility - Your name/logo prominently displayed on event landing page, stage signage, digital & print materials along with verbal acknowledgements by MC | ★ | | | |
| Custom Engraved Brick - Permanently installed on the College Success Center Campus featuring your logo and a personalized message. | ★ | | | |
| VIP Reception & Recognition - Enjoy an exclusive meet-and-greet with IYT leadership and college members before the Gala, including verbal recognition during the event. | ★ | ★ | | |
| Centerpiece Recognition - Your name/logo displayed on table centerpieces | ★ | ★ | | |
| Event Program Materials - Your name/logo on printed program. | ★ | ★ | ★ | |
| Step & Repeat - Your name/logo displayed on step and repeat at entrance of the Sneaker Ball. | ★ | ★ | ★ | |
| Landing Page Recognition - Your name/logo displayed on event landing page and hyperlinked to your website | ★ | ★ | ★ | ★ |
| Cycling Slideshow - Your name/logo included on repeating slideshow and displayed on venue screens. | ★ | ★ | ★ | ★ |
| Social Media - Your name/org recognized and tagged on event announcement and acknowledgment posts (Facebook, Instagram, and LinkedIn). | ★ | ★ | ★ | ★ |
| Annual Report & Acknowledgment - Your name/logo recognized on our printed annual impact report. | ★ | ★ | ★ | ★ |
| Reserved Seating - Sponsor levels above "Affiliate" receive Wine & Spirits provided at their table | 16 | 8 | 8 | 4 |

Johnson Family
Foundation

Add \$2,500 to any sponsorship level to join the Tomorrow's Future Brick Campaign and receive a custom engraved brick with your company name, logo, and a personal message. Brick will be prominently installed on the College Success Center campus.

Learn more here: improveyourtomorrow.org/collegesuccesscenter

Interested in **sponsoring?**

sponsorship@improveyourtomorrow.org



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