



About

IYT's Sneaker ball Fundraiser is a party with a purpose. Featuring local and statewide artists, leaders, and performers that will move hearts and feet. Amidst the dinner, dancing, and conversation, the gala offers opportunities to leave a lasting impact on generations of young men of color through a fund-a-need and silent auction. As part of the sneaker ball tradition, guests are encouraged to wear Black Tie attire with their freshest pair of sneakers.

This event supports the vital work of Improve Your Tomorrow (IYT). For the last ten years, IYT has provided programs and services such as college advising, mentorship, and wellness that are helping young men of color across California get to and through college and pursue their dreams. We envision a nation in which young men of color are underrepresented in the criminal justice system, overrepresented in higher education, and are leaders in their communities.

Event Type

Fundraiser Gala

Attendance

250+ Guests

Past Sponsors

Kaiser Permanente, Golden 1 Credit Union, SMUD, InterWest Insurance, Blue Shield of California

Location

Sacramento Memorial Auditorium

Date

Saturday, Nov. 4th, 2023



Exclusive recognition opportunities

Beverage Sponsor



Your name/logo prominently displayed in bar area and on beverage materials.

Recognition Slots: **1**

Pledge Amount: \$7,500

Photobooth Sponsor



Your name/logo prominently displayed on all event pictures taken with Kick Cam or 360 Cam.

Recognition Slots: **1**

Pledge Amount: \$7,500

"College Dorm" Sponsor



Your colleges apparel, flag, or logo hanging on display in "College Dreams" activation area.

Recognition Slots: **10**

Pledge Amount: \$5,000

RECOGNITION OPPORTUNITIES



Power of Us Entitlements	Events Sponsors						
Recognition Benefits	Ally	Advocate	Accelerator	Change Agent	Affiliate	Comunidad	Backer
	\$30,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Title Sponsor - your name/logo recognized as presenting sponsor for Sneaker Ball. (Stage signage, verbal acknowledgement, digital & print recognition)	★						
VIP Reception Recognition - Your name/logo recognized as presenting sponsor for VIP Reception.	★	★					
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.	★	★	★	★	★		
Newsletter Recognition - Your name/logo included in the monthly newsletter.	★	★	★	★	★	★	
Landing Page Recognition - Your name/logo displayed on event landing page, hyperlinked to your website	★	★	★	★	★	★	★
Reserved Table - Reserved seating and tickets for 8 guests.	8	8	8	8	8	8	2
Cycling Slideshow - Your name/logo is included on repeating slideshow, 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.	★	★	★	★	★	★	★

