



CHARLOTTE  
**MOM**  
*Prom*

*Sponsorship Packet*

A NIGHT OUT TO BENEFIT



SUPPORTIVE  
HOUSING  
COMMUNITIES  
A place to live again.



### **Will you go to prom with us?**

You are invited to officially sponsor the Inaugural Charlotte Mom Prom benefiting Supportive Housing Communities (SHC), a 501(c)(3) nonprofit organization. Women wear their old prom gowns, bridesmaid dresses, or new gowns and dance the night away for a worthy cause. It is a real prom with a DJ, a tackiest dress contest, and a Prom Queen.

Prom is for ALL women, not just moms! This is a wonderful, hilarious night in which women can dance the night away, have fun with friends, and help a make an impact in Charlotte. Prom will be held at Discovery Place on April 14, 2018 from 7pm until 11pm. Detailed sponsorship information is enclosed.

### **Join the party!**

Introduce your products or services to hundreds of women with your Charlotte Mom Prom Sponsorship! Gain loyalties from over 200 event attendees who appreciate philanthropic sponsorship by helping an organization serve others in our community. Your sponsorship also extends beyond attendees through social, electronic, broadcast, and print media and is a tax-deductible donation. Finally, your sponsorship continues to support SHC's mission to is to provide affordable housing to alleviate homelessness and human suffering.

### **Our Crown**

The primary goal of Charlotte Mom Prom is to help SHC end homelessness. To learn more about SHC, please visit [supportivehousingcommunities.org](http://supportivehousingcommunities.org).





### **Prom Court \$1000+**

- All the benefits of Senior Sponsorship, plus:
- Title Sponsorship, featuring a prominent logo on all media
- Total of 5 tickets to the 2018 Charlotte Mom Prom, including drink tickets

### **Senior \$750+**

- Logo displayed on the side banner of every page of the Charlotte Mom Prom website, sponsorship webpage
- Facebook Sponsorship Album and in the Event Slideshow
- Business mentioned in recurrent social media posts and the evening's Event Announcements
- Inclusion of your promotional item or product in event SWAG bags
- Logo in Charlotte Mom Prom e-marketing/newsletters
- 2 tickets to the 2018 Charlotte Mom Prom

### **Junior \$500+**

- Logo displayed on the Charlotte Mom Prom Sponsorship webpage, in the Facebook Sponsorship Album and in the Event Slideshow
- Business mentioned in the evening's Event Announcements
- Inclusion of your promotional item or product in event SWAG bags.
- 1 ticket to the 2018 Charlotte Mom Prom

### **Sophomore \$250+**

- Logo displayed on the Charlotte Mom Prom Sponsorship webpage and Facebook Sponsorship Album
- Business name listed in the Event Slideshow and inclusion of your promotional item or product in event SWAG bag

### **Freshmen \$100+**

- Business name listed on the Charlotte Mom Prom Sponsorship webpage, listed in the Facebook Sponsorship Album
- Inclusion of your promotional item or product in event SWAG bag



# *Ala Carte Sponsorships*



## **Drink Ticket - \$400** (2 available)

Each attendee will receive one drink ticket with your logo redeemable for wine, beer, or a mocktail at our cash bar.

## **Silent Auction - \$300**

You will all needed items for silent auction displays. Your logo will be placed prominently in the high traffic area of the Silent Auction tables and bank.

## **Music - \$300**

Kick the party into gear and sponsor our DJ! Your logo prominently displayed on the DJ table.

## **Photo Booth - \$250** (2 available)

Give attendees a souvenir of their night! Your logo will appear on the photo booth backdrop.

## **Nitrogen Wine Slushies - \$250**

Discovery Place staff will mix up wine slushies for attendees. Your logo will be on the table.

## **Appetizers and Sweets - \$150** (8 available – on various displays)

The appetizer and sweet station will give many attendees an opportunity to see your logo throughout the night.

## **Giant Jenga - \$125**

Sponsor a fun game for those who need a break from dancing. Your logo will be placed by the game.

## **Pumping Room - \$100**

This is an opportunity to display your logo to moms who are able to enjoy the event but may need a break to pump.

## **Sponsor a Mom - \$50** (10 available)

Your sponsorship provides a night out for a woman supported by Supportive Housing Communities.





Sponsorships will be accepted and processed in the order in which they are received. Charlotte Mom Prom and SHC reserve the right to limit sponsorship of duplicate business types.

**Direct Sales/MLM Sponsors:** Exclusivity is given to MLM or direct sale companies if you sponsor at the Sophomore level or higher before another member of the company. So don't delay! Submit your sponsorship today!

**Sponsorship Value:** A portion of the sponsorship level must be donated in monetary funds or approved exchange of event services. Sponsors can choose options from the "À la Carte" menu to fulfill their monetary minimums while getting the most bang for their buck in their sponsorship. The remaining value can consist of in-kind donations. Unfortunately, coupon totals do not count towards sponsorship value totals.

**SWAG Bags:** The first 200 tickets purchased will receive Charlotte Mom Prom SWAG bags. Sponsors are invited to include business cards, brochures, coupons, or other approved promotional items/products in the event bags.

**Deadlines:** Title Sponsorships (Prom Court) must be received by October 20, 2017 to receive exclusivity rights.

Sponsorship applications must be received by February 1, 2018 to receive all noted benefits. Sponsorships are accepted on a first come first serve basis.

Sponsorships may be accepted after this date with the understanding that not any/all benefits listed in this document may still be available.

**April 1, 2018:** Silent Auction and SWAG bag items MUST be received NO LATER than April 1. Please contact the committee for drop-off/pick-up options.

**Contact Information:** Please contact [charlottemomprom@gmail.com](mailto:charlottemomprom@gmail.com) or call Maura Walter at 518-729-7686 with any questions.





# Sponsorship Form



Name/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sponsorship Type:

Prom Court     Senior     Junior     Sophomore     Freshmen

A la Carte:

Drink Ticket     Silent Auction     Music     Photo Booth  
 Nitrogen Wine Slushies     Appetizers and Sweets     Giant Jenga  
 Pumping Room     Sponsor a Mom



Payment Type:

Check – made out to Supportive Housing Communities, with “Mom Prom” as the memo  
 Credit Card

Credit Card Payments can be made online at:

<http://events.eventzilla.net/e/charlotte-mom-prom-sponsors-2138926948>

Checks and completed forms can be mailed to:

Mom Prom  
c/o Supportive Housing Communities  
601 E. Fifth Street, Suite 255  
Charlotte, NC 28202

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date