### 2021 Sponsorships FOR CORPORATIONS

Darkness RISING: Live is an exciting block party benefit event for the community! The event includes food trucks, vendors, Black mental health professionals, wellness resources, live music, and more! Join us for a day of music, hope, and love featuring the Black Broadway community as they perform inspirational songs for Black mental health.

Now in our 4th year, this annual community event benefits Darkness RISING Project Nonprofit, a 501(c)3 organization which provides direct mental health resources to the Black community.

Past performers include stars from the Broadway community from shows such as **HAMILTON**, **DREAMGIRLS WEST END**, **AIN'T TOO PROUD**, **ALADDIN**, **LES MISERABLES**, **THE COLOR PURPLE**, **THE LION KING** and more.

#### 4TH ANNUAL BLACK MENTAL HEALTH BENEFIT EVENT



BLOCK PARTY

#### AUG 1ST | 3 - 8PM DOWNTOWN BROOKLYN, NY



BROOKLYN ARTS COUNCIL



@darknessrisingproject



Marketing@darknessrisingproject.org

The Dudley T. Dougherty Foundation

Intearity:



darknessrisingproject.org

## Our Mission

Darkness RISING Project Nonprofit aims to:

-**Improve** the health and wellness of the Black community

-**Raise** awareness about mental health in our community

-**Empower** and engage our community via direct resources, events and services

-**Erase** the negative stigma of mental health issues





Event sponsorship is great for:

- Brand visibility
- Reaching your target audience
- Sales increases
- Strategic marketing
- Business collaborations

### Why Sponsor?

Your donation helps us deliver on our mission. We provide **direct mental health resources** for the Black community:

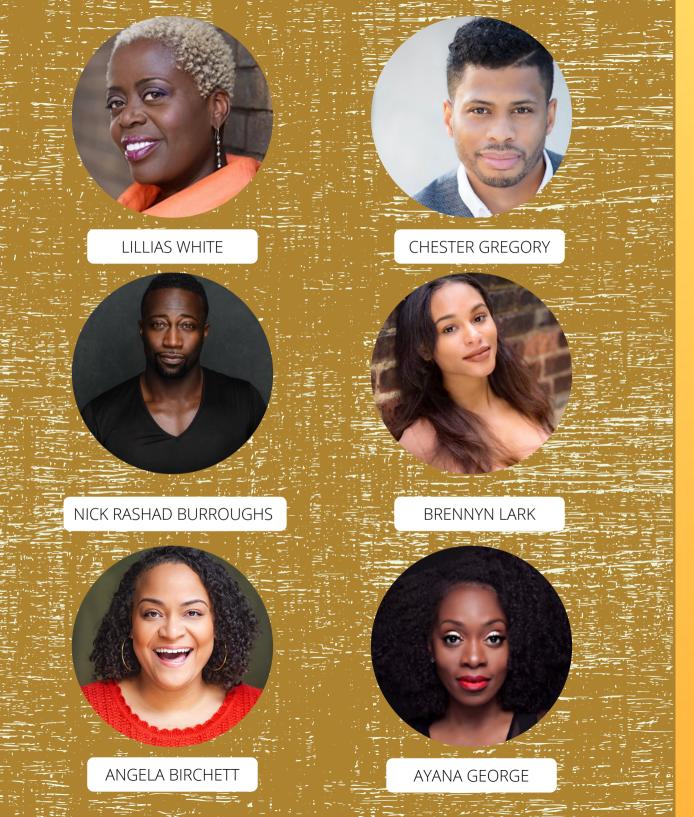
- Help Me Find a Therapist Program
- Black Mental Health Provider Database
- Black Mental Health Resource Packet
- Broadway for Mental Health Support
- Panels, Forums and Wellness Sessions
- Live and Virtual Inspirational Concerts
- Wellness Wednesday Community Workshops
- Music & Mental Health Videos



## Our Work

Darkness RISING Project is a 501(c)3 nonprofit created to provide mental health resources and help those in the **Black community** begin conversations with others about mental health and emotional well-being.

We accomplish this by partnering with **mental health providers** and/or mental health educators to create events, seminars, and direct resources where the intersection between **mental health education and the arts collide.** 



### The Artists

Featuring incredible Broadway talent, including:

Tony and Emmy Award winner, **Lillias White** (ONCE ON THIS ISLAND, DREAMGIRLS, FELA)

**Chester Gregory** (MOTOWN, SISTER ACT)

Nick Rashad Burroughs (TINA, KINKY BOOTS)

**Brennyn Lark** (DREAMGIRLS WEST END, LES MISERABLES)

**Angela Birchett** (THE COLOR PURPLE)

Ayana George (MJ THE MUSICAL)

And more!

## The Market



### EXPECTED ATTENDANCE

• 3K -5K people from the 5 NYC boroughs





• 1.5 Million PR impressions



### STATES OF ORIGIN

- New York
- New Jersey



### AUDIENCE OVERVIEW

- 56% Women 44% Men
- Median age: 28
- 50% Under 30



## T-shirt Sponsor

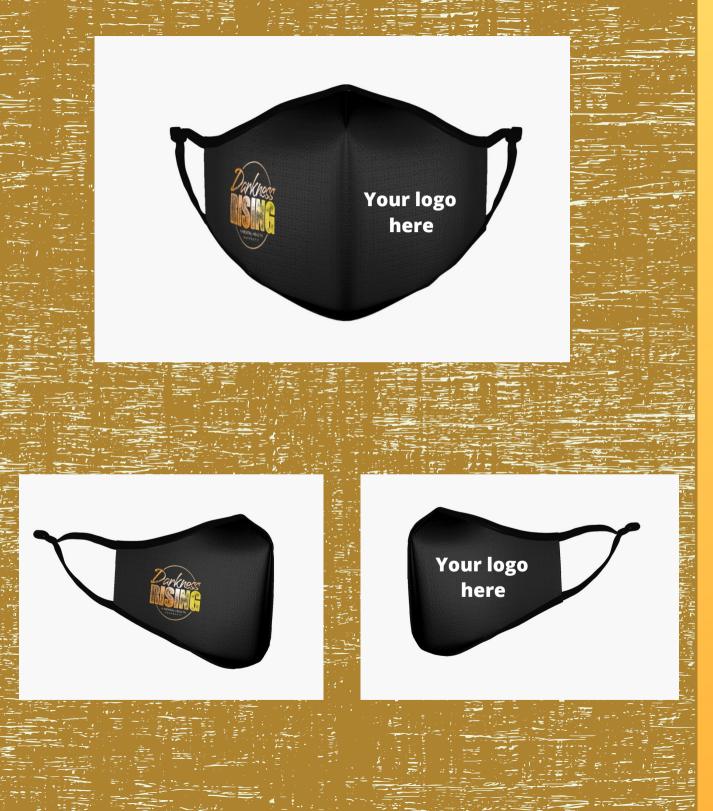
Customize the back of our 2021 block party t-shirts featuring:

- Your brand logo

- Your brand **message** 

- **All attendees** receive block party t-shirts

-Cost: \$6,000



# Mask Sponsor

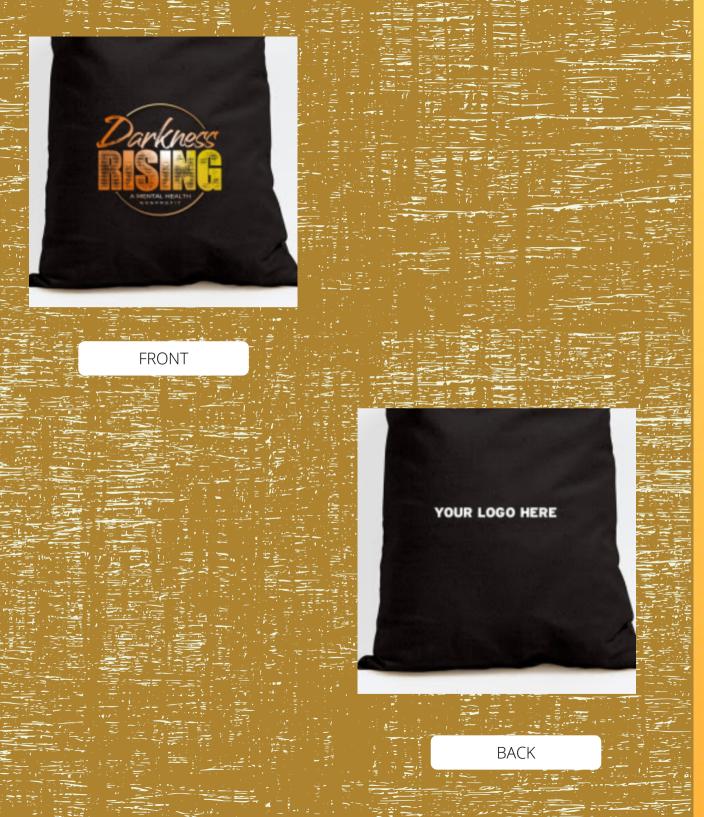
Customize our 2021 block party masks featuring:

- Your brand logo

- Your brand **message** 

- **All attendees** receive block party masks

- Cost: \$5,250



## Swag Bag Sponsor

Customize one side of our 2021 block party swag bags featuring:

- Your brand logo

- Your brand **message** 

- **All attendees** receive block party swag bags

- Cost: \$5,000

# Sponsorship Options

We are seeking raffle and silent auction donations as well as swag bag items to include physical products and merchandise. Especially seeking makeup, sunglasses, t-shirts, hats, buttons, beauty supplies, candles, and more!

Seeking: t-shirt sponsors, mask sponsors, swag bag sponsors, silent auction items and funding.

We hope that you'll join other businesses in being an important part of this community event!



### SWAG BAG ITEMS

- Product samples
- Wearable samples



MONETARY DONATION

 Event funding to pay artists, contractors, vendors



### RAFFLE PRIZES

- Services
- Products
- Event tickets



### SILENT AUCTION

- Services
- Products
- Event tickets

# PLATINUM SPONSOR

15.000+

- Individual banner with logo at event
- Section of event named after companyPress release announcing
- sponsorship
- Radio / Media shoutouts
- Logo on poster
- Table at event
- Large logo displayed on website
- 30 event tickets
- Full page Eblasts to database
- Event shoutouts by host
  Social media shoutouts

#### **IN-KIND DONATION** (PRIZES/ SWAG BAG ITEMS)

- Logo on website
- 1 event ticket
- Social media shoutouts

# GOLD SPONSOR

10.000+

- Logo on Gold Sponsor banner at event
- Press release announcing sponsorship • Radio / Media shoutouts
- Logo on poster
- Table at event
- Large logo displayed on website
- 20 event tickets
- Half page eblasts to database
- Event shoutouts by host
  Social media shoutouts

#### **CLICK HERE TO SPONSOR**

# Sponsorship packages

FOR CORPORATIONS

# SILVER SPONSOR

5.000 +

- Logo on Silver Sponsor banner at event
- Press release announcina sponsorship
- Logo on posterTable at event
- Large logo + link on website
  10 event tickets
- Quarter page eblasts to database
- Event shoutouts by host
  Social media shoutouts

**Questions?** Marketing@darknessrisingproject.org

# PLATINUM SPONSOR

15.000+

# Sponsorship packages

FOR CORPORATIONS

- Individual banner with logo at event
  Section of event named after company
  Press release announcing sponsorship
  Radio / Media shoutouts

- Logo on posterTable at event
- Large logo displayed on website
  30 event tickets
- Full page Eblasts to database
  Event shoutouts by host
  Social media shoutouts



#### **CLICK HERE TO SPONSOR**

# GOLD **SPONSOR**

10.000+

# Sponsorship packages

FOR CORPORATIONS



- Logo on Gold Sponsor banner at event
  Press release announcing sponsorship
  Radio / Media shoutouts

- Logo on posterTable at event
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  Event shoutouts by host
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#### **CLICK HERE TO SPONSOR**

# SILVER SPONSOR

#### 5.000+

# Sponsorship packages

FOR CORPORATIONS



- Logo on Silver Sponsor banner at event
  Press release announcing sponsorship
  Logo on poster
  Table at event

- Large logo + link on website 10 event tickets
- Quarter page eblasts to database
  Event shoutouts by host
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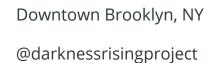
#### **CLICK HERE TO SPONSOR**

# **Next Steps**

- Fill out the Corporate Sponsorship Form, or email us!
- Pay via check, <u>MightyCause</u>, or wire transfer
- We'll follow up regarding your sponsorship incentives!









Marketing@darknessrisingproject.org



darknessrisingproject.org

# Join our sponsors

# BROOKLYN ARTS COUNCIL







Arts & Culture Association



The Dudley T. Dougherty Foundation





Downtown Brooklyn, NY





Marketing@darknessrisingproject.org



darknessrisingproject.org