

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

**DARKNESS
RISING**
LIVE 4

**BLOCK
PARTY**

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



BROOKLYN ARTS COUNCIL



The Dudley T. Dougherty Foundation



Integrity:
Arts & Culture Association



Downtown Brooklyn, NY



@darknessrisingproject



Marketing@darknessrisingproject.org



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



Black Broadway for Black Mental Health



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**.



LILLIAS WHITE



CHESTER GREGORY



NICK RASHAD BURROUGHS



BRENNYN LARK



ANGELA BIRCHETT



AYANA GEORGE

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



STATES OF ORIGIN

- New York
- New Jersey



AUDIENCE REACH

- 1.5 Million PR impressions



AUDIENCE OVERVIEW

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



FRONT



BACK

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





FRONT



BACK

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**



RAFFLE PRIZES

- **Services**
- **Products**
- **Event tickets**



MONETARY DONATION

- **Event funding to pay artists, contractors, vendors**



SILENT AUCTION

- **Services**
- **Products**
- **Event tickets**

PLATINUM SPONSOR

15,000+

- Individual banner with logo at event
- Section of event named after company
- Press 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 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
- Social media shoutouts

Questions?
Marketing@darknessrisingproject.org

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Next Steps

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

Contact Us



Downtown Brooklyn, NY



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Join our
sponsors

**BROOKLYN
ARTS
COUNCIL**

goldbelly



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