#### 2021 Sponsorships

FOR NONPROFITS & SMALL BUSINESSES

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.





Downtown Brooklyn, NY



Marketing@darknessrisingproject.org



@darknessrisingproject



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





# Partner with us for:

- Brand visibility
- Reaching your target audience
- Authentic, creative partnerships
- Strategic marketing
- Community collaborations
- Sales increases

## 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** 



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!

## Our Community



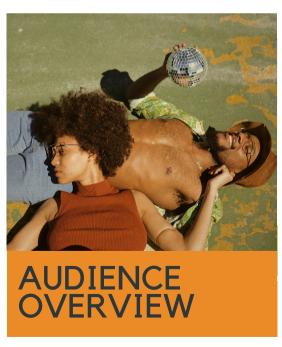
• 3K -5K people from the 5 NYC boroughs



• 1.5 Million PR impressions



- New York
- New Jersey



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

## 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!

We're seeking gift certificates, fitness classes, event /show tickets, unique experiences, dance / acting classes, coaching, swag bag items and more!

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**

### **PRESENTING SPONSOR** 5000+

- Logo on poster Table at event
- Logo on website 10 event tickets
- **Eblasts**
- Event shoutouts by hostSocial media shoutouts

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

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

#### **MAJOR SPONSOR** 1000+

- Table at event
- Logo on website5 event tickets
- Event shoutouts by hostSocial media shoutouts

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

## Sponsorship packages

**FOR NONPROFITS & SMALL BUSINESSES** 

### **FEATURE SPONSOR**

- Table at event
- Logo on website 2 event tickets
- Social media shoutouts

### **PRESENTING SPONSOR** 5000+

# Sponsorship packages

FOR NONPROFITS & **SMALL BUSINESSES** 

- Logo on poster Table at event
- Logo on website 10 event tickets Eblasts

- Event shoutouts by hostSocial media shoutouts



**CLICK HERE TO SPONSOR** 

### **MAJOR SPONSOR** 1000+

- Sponsorship packages FOR NONPROFITS &
- **SMALL BUSINESSES**

- Table at event
- Logo on website 5 event tickets
- Event shoutouts by hostSocial media shoutouts



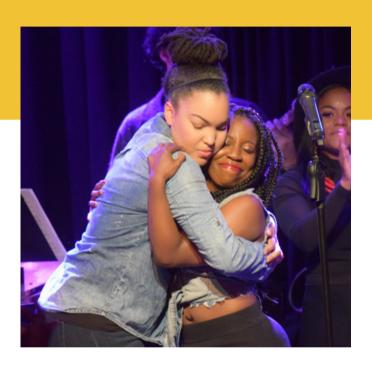
**CLICK HERE TO SPONSOR** 

### **FEATURE SPONSOR** 500+

### Sponsorship packages FOR NONPROFITS & **SMALL BUSINESSES**

- Table at event

- Logo on website
  2 event tickets
  Social media shoutouts



**CLICK HERE TO SPONSOR** 



#### 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: \$3K - 6K

#### **Next Steps**

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











@darknessrisingproject



darknessrisingproject.org

## Join our sponsors







Featuring the WBLS Radio Street Team











Downtown Brooklyn, NY



@darknessrisingproject





