

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.

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



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



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!

Our Community



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

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**



RAFFLE PRIZES

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



MONETARY DONATION

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



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 host
- Social 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 website
- 5 event tickets
- Event shoutouts by host
- Social media shoutouts

[CLICK HERE TO SPONSOR](#)

Sponsorship packages

FOR NONPROFITS &
SMALL BUSINESSES

FEATURE SPONSOR 500+

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

Questions?
Marketing@darknessrisingproject.org

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**MAJOR
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1000+**

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Sponsorship packages

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- Table at event
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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 Nonprofit Sponsorship Form, or email us!
- **Donate** via check, MightyCause, or wire transfer
- **We'll follow up** regarding your sponsorship incentives!

Contact Us



Downtown Brooklyn, NY



@darknessrisingproject



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Join our
sponsors

BROOKLYN ARTS COUNCIL

goldbelly



Featuring the WBLS Radio
Street Team



Integrity:
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