

5TH ANNUAL BLACK MENTAL HEALTH EVENT

DARKNESS RISING LIVE

SPONSORSHIP DECK

2022 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 workshops 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 5th 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 Tony Award winner Lillias White and 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.

OUR MISSION



Darkness RISING Project 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

BENEFITS OF SPONSORING

Your donation helps us deliver on our mission of providing direct mental health resources for the Black community.

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.

Help Me Find a Therapist Program

REBUILD: Free Therapy for Formerly Incarcerated People

Black Mental Health Provider Database

Black Mental Health Resource Packet

Community workshops and panels, Wellness Wednesdays, and more!



BENEFITS OF SPONSORING

Your donation helps increase visibility and allows your businesses to attract customers from our specific market.

10,000

Expected Attendance

2 Million

PR Audience Reach

Audience Overview

56% Women

44% Men

Median Age: 28

50% Under 30

Summer 2022 States of Origin



June 12th - Durham, NC
Aug 26 Harlem, NY
Aug 27 Brooklyn, NY
Aug 28 Queens, NY

SPONSORSHIP PACKAGES

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 event poster
- Table at event
- Large logo displayed on website
- Full page Eblasts to database
- Event shoutouts by host
- Social media shoutouts

GOLD SPONSOR

\$10,000+

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

SILVER SPONSOR

\$5,000+

- Logo on Silver Sponsor banner at event
- Press release announcing sponsorship
- Logo on event poster
- Table at event
- Large logo + link on website
- Quarter page eblasts to database
- Event shoutouts by host
- Social media shoutouts

T-SHIRT SPONSOR

T-SHIRT SPONSOR

\$6,000

- Your brand logo
- Your brand message
- All attendees receive block party t-shirts

FRONT



BACK



OTHER SPONSORSHIP OPTIONS

SWAG BAG ITEMS

- Product samples
- Wearable samples

RAFFLE PRIZES

- Services
- Products
- Event tickets

SILENT AUCTION

- Services
- Products
- Event tickets

MONETARY DONATIONS

- Event funding to pay artists, contractors, vendors

NEXT STEPS

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

1. **Fill out** the Corporate Sponsorship Form, or email us!
2. **Pay** via check, Eleo, or wire transfer
3. **Wait** for us to follow up regarding your sponsorship incentives!

**BROOKLYN
ARTS
COUNCIL**

LLOYD'S

goldbelly



CONTACT US!



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