



MAY 5, 2022, 6 PM
CAPITALE, 130 BOWERY, NYC

ABOUT THE EVENT

MAY 5
2022

GET WILD & GIVE BACK

OUR MISSION

Pajama Program is a national 501(c)(3) nonprofit organization that promotes and supports a comforting bedtime routine and healthy sleep for all children to help them thrive.



OUR EVENT

Pajama Program's Annual Benefit Gala is an evening of fun and philanthropy to promote better bedtimes for children facing adversity. Join us to celebrate our impact, honor champions of change, and raise critical funds to support Good Nights for Good Days. This year's Gala is inspired by the classic children's book *Where the Wild Things Are*, so we invite our guests to Get Wild & Give Back!

Pajama Program's Annual Benefit Gala is attended by hundreds of influential

supporters, representing a wide variety of industries and communities. Prominent philanthropists, corporate leaders, entrepreneurs, young professionals, and media representatives are expected to be in attendance.

OUR HONOREES

This year's honorees are long time Pajama Program supporters and former Pajama Program Board Members Randy Weis, President of Sales and Marketing of Diverzify, and Jennifer Granger, Community Advocate, and her husband Chris Granger, CEO of OVG360.



Randy Weis



Jennifer Granger & Chris Granger

VIP HONOREE RECEPTION

Start the evening in style at this exclusive event upstairs, where friends, family, and associates of the honorees will gather for cocktails and light bites.



OUR PARTNERS & SUPPORTERS

MAY 5
2022

GET WILD & GIVE BACK

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FOUNDER

Genevieve Piturro

LEAD PARTNERS

carter's®

SCHOLASTIC

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& Talent Development,
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SPONSORSHIP & TICKET IMPACT

MAY 5
2022

GET WILD & GIVE BACK

Pajama Program delivers bedtime basics, sleep health education, and caring connections to help children follow a comforting bedtime routine and get healthy sleep. Access to these critical tools helps children facing adversity have better bedtimes so they can learn, grow, build resilience, and thrive.

SPONSORSHIPS

**\$50,000
PRESENTER**

500 Better
Bedtimes

**\$35,000
LEADER**

350 Better
Bedtimes

**\$20,000
SUSTAINER**

200 Better
Bedtimes

**\$12,500
ADVOCATE**

125 Better
Bedtimes

**\$7,500
CONTRIBUTOR**

75 Better
Bedtimes

INDIVIDUAL TICKETS

**\$2,500
FRIEND**

25 Better
Bedtimes

**\$1,000
SUPPORTER**

10 Better
Bedtimes

For more information, or to confirm your sponsorship commitment, please contact Aminata Solammon, Senior Development Manager:
aminata@pajamaprogram.org
678-702-8523



SPONSORSHIP & TICKET DETAILS

MAY 5
2022

GET WILD & GIVE BACK

\$50,000 PRESENTER

- ★ Exclusive dinner seating for 20 (two tables)
- ★ VIP event access for 20
- ★ Prominent listing of name/logo in press release, print and digital materials, social media, and website
- ★ 30-second silent video feature in Virtual Journal
- ★ Speaking opportunity from podium during live event; verbal recognition from podium during live event
- ★ Premier recognition at VIP Honoree Reception
- ★ Logo on step & repeat
- ★ Company logo/website promotion in livestream event dashboard
- ★ \$46,400 tax deductible

\$35,000 LEADER

- ★ Prime dinner seating for 10
- ★ VIP event access for 10
- ★ Name/Logo listing in print and digital materials, social media, and website
- ★ Full-screen color ad in Virtual Journal
- ★ Recognition from podium during live event
- ★ Recognition at VIP Honoree Reception
- ★ Company logo/website promotion in livestream event dashboard
- ★ \$33,200 tax deductible

\$20,000 SUSTAINER

- ★ Premium dinner seating for 10
- ★ VIP event access for 5
- ★ Name/Logo listing in print and digital materials, social media, and website
- ★ Full-screen black & white ad in Virtual Journal
- ★ Recognition from podium during live event
- ★ Company logo/website promotion in livestream event dashboard
- ★ \$18,200 tax deductible

\$12,500 ADVOCATE

- ★ Preferred dinner seating for 10
- ★ VIP event access for 5
- ★ Name listing in print and digital materials, social media, and website
- ★ Half-screen color ad in Virtual Journal
- ★ Company logo/website promotion in livestream event dashboard
- ★ \$10,700 tax deductible

\$7,500 CONTRIBUTOR

- ★ Dinner seating for 10
- ★ VIP event access for 2
- ★ Name listing in print and digital materials, social media, and website
- ★ Half-screen black & white ad in Virtual Journal
- ★ \$5,700 tax deductible

If you choose not to utilize your table(s) at the event, the entire cost of the sponsorship/ticket is tax deductible.

INDIVIDUAL TICKETS

\$2,500 FRIEND

- ★ 1 preferred dinner ticket
- ★ VIP event access for 1
- ★ \$2,320 tax deductible

\$1,000 SUPPORTER

- ★ 1 dinner ticket
- ★ \$820 tax deductible

ALL SPONSORSHIPS WILL BE CREDITED IN EVENING'S PROGRAM IF PLEDGED PRIOR TO THURSDAY, APRIL 21.

JOURNAL ADS & RAFFLE TICKETS

MAY 5
2022

GET WILD & GIVE
BACK

JOURNAL ADS

\$1,500

30-SECOND
SILENT VIDEO

\$1,250

FULL-SCREEN
COLOR AD

\$1,000

FULL-SCREEN
B/W AD

\$750

HALF-SCREEN
COLOR AD

\$500

HALF-SCREEN
B/W AD

- ★ Displayed digitally throughout the event
- ★ Listed on the Gala 2022 web page
- ★ Journal ads are fully tax-deductible
- ★ Ad purchase does not include event ticket

For more information, or to confirm your sponsorship commitment, please contact Aminata Solammon, Senior Development Manager:

aminata@pajamaprogram.org ★ 678-702-8523

RAFFLE TICKETS

WIN A GRAND PRIZE!

Only 100 tickets available!

Hurry and get your raffle tickets before they run out:
pajamaprogram.org/gala2022



MORE ABOUT PAJAMA PROGRAM

MAY 5
2022

GET WILD & GIVE BACK

Pajama Program is a national 501(c)(3) nonprofit organization that promotes and supports a comforting bedtime routine and healthy sleep for all children to help them thrive.

We provide new pajamas and storybooks, sleep health education, and caring connections to ensure that children facing adversity—including low family income, housing insecurity, and family instability—have the tools they need for better bedtimes. Since 2001, Pajama Program has delivered over 7 million Good Nights for Good Days.

Pajama Program provides information, materials, and support to children and their

caregivers through a national network of volunteers and partnerships with 4,000 community-based organizations across the United States, including Puerto Rico. Pajama Program also provides local programming in New York City, Atlanta, and metro-Detroit.

DIGITAL REACH

20,000
member
email list

10.7K+
Facebook
fans

3.6K+
Instagram
followers

3K
Twitter
followers



SPONSORSHIP FORM

Please return completed form and payment to:
Pajama Program, 171 Madison Avenue, Suite 1409, New York, NY 10016
You can also register online at pajamaprogram.org/gala2022.

MAY 5
2022

GET WILD & GIVE BACK

I AM HAPPY TO
SPONSOR THE 2022 ANNUAL
BENEFIT GALA AS A:

☐ \$50,000
PRESENTER

☐ \$35,000
LEADER

☐ \$20,000
SUSTAINER

☐ \$12,500
ADVOCATE

☐ \$7,500
CONTRIBUTOR

INDIVIDUAL TICKETS

☐ \$2,500
FRIEND

☐ \$1,000
SUPPORTER

ALL SPONSORSHIPS WILL BE
CREDITED IN EVENING'S
PROGRAM IF PLEDGED PRIOR
TO THURSDAY, APRIL 21.

I CAN'T ATTEND
BUT WOULD
LIKE TO MAKE
A DONATION:

☐ \$1,000

☐ \$750

☐ \$500

☐ \$250

☐ \$_____

RAFFLE TICKETS

☐ \$200
quantity: _____
only 100 tickets available

JOURNAL ADS

☐ \$1,500
30 second silent
video ad

☐ \$1,250
Full screen color ad

☐ \$1,000
Full screen b/w ad

☐ \$750
Half screen color ad

☐ \$500
Half screen b/w ad

Video:
30 seconds maximum
.mov, .mp4

Display:
300dpi
16:9 aspect ratio
.eps, .jpg, .png

Upload to:
bit.ly/2022GalaAds

CONTACT DETAILS

Please write your name/organization's name exactly as you'd like it to appear on all materials.

Address

City

State

Zip

Email

Telephone

PAYMENT DETAILS

Total:

☐ Check enclosed *made payable to Pajama Program.*

☐ Send an invoice

☐ Charge my credit card ☐ VISA ☐ MASTERCARD ☐ AMEX

Name on card

Card Number

Exp. Date (MM/YY) CVV

Billing Address

City

State

Zip

Signature

