

# 20TH ANNIVERSARY SPRING GALA

A Virtual Event to Support Pajama Program's Mission & Celebrate 20 Years of Good Nights for Good Days



## PRESENTING SPONSOR \$75,000

- Sleep health education for 125 children
- Pajamas and books for 500 children
- Virtual reading archive for Community Partners
- Lead recognition on all event materials
- Feature in all PR, newsletters, and social media
- Employee engagement opportunities
- Speaking opportunity during event
- Swag boxes sent to 50 guests' homes

## CHAMPION SPONSOR \$50,000

- Sleep health education for 75 children
- Pajamas and books for 300 children
- Virtual reading archive for Community Partners
- Lead recognition on all event materials
- Feature in all PR, newsletters, and social media
- Employee engagement opportunities
- Speaking opportunity during event
- Swag boxes sent to 30 guests' homes

## LEAD SPONSOR \$35,000

- Sleep Health Education for 60 children
- Pajamas and books for 250 children
- Virtual reading archive for Community Partners
- Lead recognition on all event materials
- Feature in all PR, newsletters, and social media
- Employee engagement opportunities
- Recognition during program remarks
- Swag boxes sent to 25 guests' homes

## 20TH ANNIVERSARY SPONSOR \$20,000

- Sleep Health Education for 40 children
- Pajamas and books for 200 children
- Virtual reading archive for Community Partners
- Recognition on all event materials
- Feature in all PR, newsletters, and social media
- Employee engagement opportunity
- Recognition during program remarks
- Swag boxes sent to 20 guests' homes

Exclusive sponsorship moments available at these levels include: 🌸 Family Pre-Party 🌸 Entertainment 🌸 Guest Swag Boxes 🌸 Honoree Rooms (2)

## BEDTIME STORYTELLER SPONSOR \$15,000

- Sleep Health Education for 25 children
- Pajamas and books for 150 children
- Virtual reading archive for Community Partners
- Recognition on all event materials
- Feature in all PR, newsletters, and social media
- Employee engagement opportunity
- Recognition during program remarks
- Swag boxes sent to 15 guests' homes

## COZY PAJAMA SPONSOR \$10,000

- Sleep Health Education for 25 children
- Pajamas and books for 100 children
- Virtual reading archive for Community Partners
- Recognition on all event materials
- Feature in all PR, newsletters, and social media
- Employee engagement opportunity
- Recognition during program remarks
- Swag boxes sent to 10 guests' homes

## INSPIRING STORYBOOK SPONSOR \$7,500

- Pajamas and books for 75 children
- Virtual reading archive for Community Partners
- Recognition on all event materials
- Feature in all PR, newsletters, and social media
- Recognition during program remarks
- Swag boxes sent to 10 guests' homes

## VIP FRIEND SPONSOR \$5,000

- Pajamas and books for 50 children
- Virtual reading archive for Community Partners
- Recognition on all event materials
- Mention in all PR, newsletters, and social media
- Recognition during program remarks
- Swag boxes sent to 8 guests' homes

## FRIEND SPONSOR \$2,500

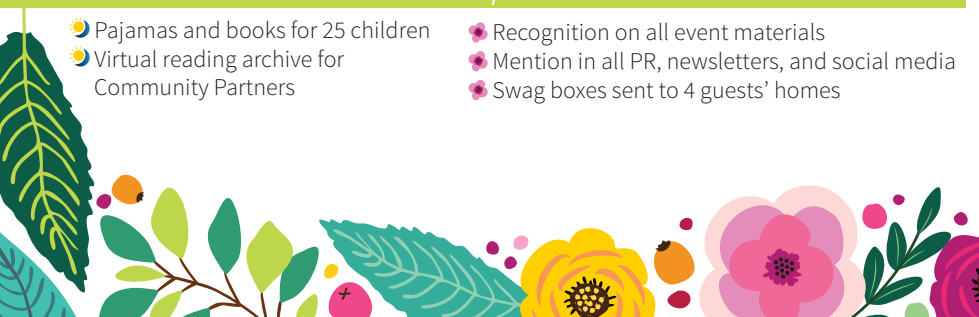
- Pajamas and books for 25 children
- Virtual reading archive for Community Partners
- Recognition on all event materials
- Mention in all PR, newsletters, and social media
- Swag boxes sent to 4 guests' homes

## VIRTUAL GALA TICKETS

- \$1,500** 🌸 **VIP Ticket Bundle** Full event access for 2 guests, 2 swag boxes, full screen ad
- \$500** 🌸 **VIP Ticket** Full event access for 1 guest, 1 swag box
- \$250** 🌸 **Gala Ticket** Main event access

## VIRTUAL JOURNAL ADS *Included in All Sponsorship Levels!*

- \$2,500** 🌸 **30-second Video Ad** Displayed in event promotion & during intermissions
- \$1,000** 🌸 **Full-Screen Ad** Displayed in event promotion & during intermissions
- \$500** 🌸 **Company Listing** Displayed in event promotions



# 20TH ANNIVERSARY SPRING GALA

Thursday  
MAY 6, 2021  
7-8PM

A Virtual Event to Support Pajama Program's Mission & Celebrate 20 Years of Good Nights for Good Days

## SPONSORSHIP LEVELS

- \$75,000 Presenting Sponsor
- \$50,000 Champion Sponsor
- \$35,000 Lead Sponsor
- \$20,000 20th Anniversary Sponsor
- \$15,000 Bedtime Storyteller Sponsor
- \$10,000 Cozy Pajama Sponsor
- \$7,500 Inspiring Storybook Sponsor
- \$5,000 VIP Friend Sponsor
- \$2,500 Friend Sponsor

## TICKETS

- \$1,500 VIP Ticket Bundle (2 tickets)  
Quantity: \_\_\_\_\_
- \$500 VIP Ticket  
Quantity: \_\_\_\_\_
- \$250 Gala Ticket  
Quantity: \_\_\_\_\_
- \$250 Donation to Fund  
a Volunteer Ticket  
Quantity: \_\_\_\_\_

## VIRTUAL JOURNAL ADS

- \$2,500 30-second Video Ad
- \$1,000 Full-Screen Ad
- \$500 Company Listing

Please submit ads by April 16, 2021.

Video: .mov or .mp4

Display: 300 ppi, 1920x1080

.eps, .jpg or .png

Upload to: <http://bit.ly/2021GalaAds>



## FOR MORE INFORMATION:

Contact: Jen Henriquez  
JenHenriquez@pajamaprogram.org  
(212) 716-9757

Or visit:  
[www.pajamaprogram.org/gala2021](http://www.pajamaprogram.org/gala2021)

## CONTACT INFORMATION

Your name(s), exactly as you wish it to appear on all printed materials

Contact name(s) & salutations (for mailing purposes)

Email Phone

Company (if this is a corporate commitment)

Mailing Address

City State Zip

## PAYMENT INFORMATION

- A check\* for my ticket/sponsorship/ad is enclosed in the amount of \$\_\_\_\_\_.  
*\*Please make checks payable to Pajama Program*
- I am unable to attend, and would like to support Pajama Program with a tax-deductible contribution of \$\_\_\_\_\_.
- Please charge \$\_\_\_\_\_ to my credit card:  Mastercard  Visa  AMEX  Discover

Your name(s), exactly as you wish it to appear on all printed materials

Contact name(s) & salutations (for mailing purposes)

Email Phone

Company (if this is a corporate commitment)

Billing Address

City State Zip

- My employer has a matching gifts program.

MAKE YOUR PAYMENT ONLINE: [WWW.PAJAMAPROGRAM.ORG/GALA2021](http://WWW.PAJAMAPROGRAM.ORG/GALA2021)

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