



# SNEAKER



Hello Memphis PAL Stakeholders, Friends and Guests,

I send you this email regarding our upcoming and highly anticipated, 2<sup>nd</sup> Annual **"Sneaker Ball"** Fundraising Event, scheduled for Sunday, February 26<sup>th</sup> at The Graceland Guesthouse in Memphis, Tn.

Please know that we are thrilled to build upon the energy, excitement and participant engagement that this upcoming event has brought to the organization and the youth of Memphis PAL. Please know that our Board of Directors, **"Sneaker Ball"** Committees and volunteers are meticulously at work planning for the most unforgettable event of the year, and we are excitedly awaiting for its arrival.

So, with all the excitement beginning to surround our Memphis PAL Organization and National PAL Association programs, I send you this year's sponsorship proposal seeking your engagement, support, and commitment. I solicit both your engagement and support by asking you to please forward this proposal on to any prospective donor, sponsor or attendee that you may know, who you feel would support such an endeavor. Additionally, I seek your commitment by asking you to sign on to purchase at minimum, a sponsorship, a table, or an ad to be prominently displayed within our **"Sneaker Ball"** souvenir booklet.

As always, I THANK EACH OF YOU for all of your gifts of time, talent and treasure as well as your willingness to aid and assist in moving this fantastic organization forward. IT IS OUR TIME, and I can't do it alone... I NEED YOUR HELP! We are Memphis' Foremost Leader in Engaging Kids, Cops & Communities and its time that we put it all on display at our Annual **"Sneaker Ball"** Fundraising Event in Memphis, TN... I Trust That You Will Assist and Donate!

I thank you in advance for your time and consideration of this event and request. I look forward to hearing from you as to your sponsorship support commitment. If you have any questions relative to the proposal, event, etc., please feel free to call/contact me when convenient. We Look Forward to Seeing You There!

Click Here: [2022 Sneaker Ball Sponsorship Proposal](#)

Click Here: [2022 Sneaker Ball Table Sponsorship Proposal](#)

Click Here: [2022 Sneaker Ball Advertising Sponsorship Proposal](#)

To learn more about our organizations please click here:

[www.MemphisShelbyPAL.org](http://www.MemphisShelbyPAL.org)

[www.MBIPAL.org](http://www.MBIPAL.org)

Sgt. Craig Littles (Retired),  
Founder/Executive Director

National PAL Vice Chair

2893 N. Watkins St.

Memphis, TN 38127

901-240-6927 (c) 901-305-6515 (o)

Craig.Littles@MemphisShelbyPAL.org

#WeArePAL #PlayPAL #PowerOfPAL

#KidsCops&Communities #EveryKidNeedsAPAL



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Join Memphis PAL as we celebrate our 2<sup>nd</sup> Annual **"Sneaker Ball"**, celebrating the accomplishments of our organization and showing our appreciation for our scholars and stakeholders. Get out your most stylish sneakers and help give local youth safe havens where they can be themselves, dream big, and accomplish their aspirations.

## Sponsorship Opportunities

### **Presenting Sponsor \$5,000**

Support the delivery of core programming to youth and teens. Core programming areas include Education Assistance, Mentoring Opportunities, Intervention Services, Nutrition Awareness, Discovery Skills, and Organized Sports & Recreation. **"Sneaker Ball"** Presenting Sponsor(s) will be featured as partners of Memphis PAL who are invested in the next generation of Great Futures. Brand recognition for the 2021 Sneaker Ball

- Presenting Sponsor will include:
  - Premier seating for up to 16 guests
  - Naming Rights for the Event
  - Inclusion in all Press Releases and Media Recognition
  - Up to 3 Dedicated Posts via social media
  - Up to 3 Dedicated Shout Outs during the event
  - Company Logo featured on **"Sneaker Ball"** Web Page
  - Premium champagne or wine at your table
  - One full-page color ad featured in the event program
  - Verbal recognition throughout the event
  - Company/logo presence in all promotional efforts at the event.

### **Dinner Sponsorship \$4,500**

Create Great Futures for PAL Scholars. This sponsorship provides critical funds for our extended learning programs during the most critical times; afterschool and summer for scholars ages 5 to 18. Areas of focus include educational assistance, nutritional enrichment, and mentor opportunities for scholars ages 5-18. Areas of focus include Academic Success, Leadership Skills, and Healthy Lifestyles.

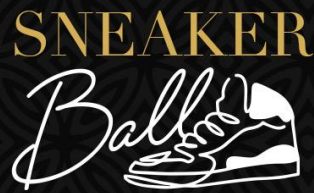
- Dinner Sponsor will also receive:
  - Premier seating for up to 8 guests
  - Branding at every dining table
  - One full-page color ad featured in the event program

Memphis Shelby PAL is a federal 501c3 tax deductible non-profit organization.

Make checks payable to Memphis Shelby PAL

Mail to 2893 N. Watkins, Memphis, TN 38127

PayPal: [https://paypal.me/MSPAL?locale.x=en\\_US](https://paypal.me/MSPAL?locale.x=en_US)



### **Cocktail Sponsorship \$4,000**

Support activities and opportunities both inside and outside of our Clubs. Through programs like McGruff Club and Innovation 4.0 Club, youth can focus on academic success, career preparation, community service, and more.

- Cocktail Sponsor will also receive:
  - Premier seating for up to 8 guests
  - Brand recognition in the Bar and Cocktail area
  - One full-page color ad featured in the event program

### **Décor Sponsorship \$3,000**

Provide funding for youth to learn, play and grow through Learning Programs and Enrichment activities that offers exposure to art, music, and opportunities that help kids build self-confidence, spark creativity and boost academic achievement.

- Décor Sponsor will also receive:
  - Brand recognition on event décor throughout the venue
  - One full-page color ad featured in the event program

### **Dessert Sponsorship \$2,000**

Provide youth and teens with Science, Technology, Engineering and Math (STEM) learning opportunities. Exposing scholars to science activities and programs, like Coding, Robotics, and STEM Camps

- Dessert Sponsor will also receive:
  - Brand recognition on dessert service
  - One half-page color ad featured in the event program

### **Auction Sponsorship \$1,500**

Support experiences and activities developed specifically for teens. Activities and programs for teens are focused on workforce readiness, financial literacy, improving mental health, college scholarships, and more.

- Auction Sponsor will also receive:
  - Brand recognition on all auction items
  - One half-page color ad featured in the event program

Purchase your sponsorship at <https://www.eventbrite.com/e/2nd-annual-memphis-pal-sneakerball-tickets-533707703107>

The due date for sponsorship commitment and for receiving artwork is February 19<sup>th</sup> please send formatted logo artwork to [sponsorship@memphisshelbypal.org](mailto:sponsorship@memphisshelbypal.org) . For more information about sponsorship contact Natalie Gore at 901.644.6552





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## Table Purchases

### **Platinum Table Sponsor \$4,000**

Includes:

- Premier seating for 16 guests
- Premium champagne and wine at your table
- Full-page color ad featured in the event program
- Company/logo featured in the event program
- Verbal recognition throughout the event
- Company/logo presence in all promotional efforts at the event.

### **Gold Table Sponsor \$3,000**

Includes:

- Premier seating for 8 guests
- Premium champagne and wine at your table
- Full-page color ad featured in the event program
- Company/logo featured in the event program

### **Silver Table Sponsor \$2,000**

Includes:

- Seating for 8 guests
- Half-page color ad featured in the event program
- Company/logo featured in the event program

### **Bronze Table Sponsor \$1,000**

- Seating for 8 guests
- Listing in the event program

Purchase your table at <https://www.eventbrite.com/e/2nd-annual-memphis-pal-sneakerball-tickets-533707703107>

The due date for table sponsorship commitment and for receiving artwork is February 19<sup>th</sup> please send formatted logo artwork to [sponsorship@memphisshelbypal.org](mailto:sponsorship@memphisshelbypal.org)

For more information about table sponsorship contact Michelle Jones at 901.930.3390

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## Advertising Opportunities

**Full-Page Color Ads**                    \$200    (8.5 x 11 with 1/8 bleeds and at least 1/8 margin)

**Half-Page Color Ads**                    \$100    (8.5 x 5.5 with 1/8 bleeds and at least 1/8 margin)

**Business Card**                            \$50     (2"x3.5")

The due date for ad commitment and for receiving artwork is February 19<sup>th</sup> please send formatted Ad Page with logo artwork to [sponsorship@memphishselbypal.org](mailto:sponsorship@memphishselbypal.org). For more information about ads contact Michelle Jones at 901.930.3390

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## Individual Ticket Purchases

Tickets \$100 per person  
Ticket sales end February 22<sup>nd</sup>

## Donations

\$25 - \$50

Please go to Eventbrite <https://www.eventbrite.com/e/2nd-annual-memphis-pal-sneakerball-tickets-533707703107> to purchase individual tickets.

You can make a donation at [https://www.paypal.com/donate/?hosted\\_button\\_id=YQKQWA4LRZURQ](https://www.paypal.com/donate/?hosted_button_id=YQKQWA4LRZURQ)  
For more information on tickets or donations contact Natalie Gore 901.644.6552 or Michelle Jones 901.930.3390

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