



HERE

SPARK GALA

MONDAY, JUNE 1



SPONSORSHIP LEVELS

HERE
SPARK GALA

HERE

SPARK GALA – Monday, June 1, 2020

Become an essential part of the 2020 Gala!

Honoring Cheryl Henson and Brian Selznick in celebration of HERE's Dream Music Puppetry Program
City Winery, Pier 57

6pm – Fiery Feast – cocktail reception, dinner, and performances

8:30pm – Downtown Inferno – dessert, cocktails, performances and dancing

SPONSORSHIP LEVELS

\$50,000 - Incendiary

20 Tickets to HERE's 2020 Gala, including both the Fiery Feast and Downtown Inferno

Gala Exposure

- Prominent name listing on Gala Invitation and other materials, sent to a list of 2,000-3,000.
- Prominent name listing in HERE's weekly newsletter to promote the Gala. HERE's newsletter is received by 20,000 people.
- Prominent name listing on the Gala Website and Gala Auction Website if applicable.
- Advertisement in HERE's Gala Benefit Journal (full page – 7.75" x 4.75" valued at \$1,000).
- Prominent logo placement in the sponsor slideshow and in other locations throughout the Gala event.
- Recognition during the event by the evening's Emcee and HERE leadership.
- Recognition on HERE's Social Media over the course of the six months leading up to and following the Gala, reaching 15,000 people.

Ongoing Exposure Opportunities

- Inclusion on HERE's website, visited by more than 300,000 individuals per year.
- Inclusion in HERE's online programs, distributed to more than 25,000 audience members throughout the 2020 calendar year.

Other Exposure Opportunities (to be discussed)

- Advertising space in HERE's monthly newsletter, to promote specific products or activities, sent to 20,000 email addresses.
- 10-20 complimentary tickets to HERE's productions to distribute to employees, colleagues, or clients throughout our Season.
- Team building opportunities for employees. Come see a production, meet the artists, or complete a creative workshop with the artists.
- 8 premium tickets to a HERE 2020-21 Production + Pre-show cocktail party in the HERE lounge
- Recognition as official sponsor of a HERE Resident Artist production

\$41,300 of this purchase is tax-deductible.

HERE

\$25,000 – Flame Thrower

20 Tickets to HERE's 2020 Gala, including both the Fiery Feast and Downtown Inferno

Gala Exposure

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- Prominent name listing on the Gala Website and Gala Auction Website if applicable.
- Advertisement in HERE's Gala Benefit Journal (full page – 7.75" x 4.75" valued at \$1,000).
- Prominent logo placement in the sponsor slideshow and in other locations throughout the Gala event.
- Recognition during the event by the evening's Emcee and HERE leadership.
- Recognition on HERE's social media over the course of the six months leading up to and following the Gala, reaching 15,000 people.

Ongoing Exposure Opportunities

- Inclusion in HERE's online programs, distributed to more than 25,000 audience members throughout the 2020 calendar year.

Other Exposure Opportunities (to be discussed)

- Advertising space in HERE's monthly newsletter, to promote specific products or activities, sent to 20,000 email addresses.
- Team building opportunities for employees. Come see a production, meet the artists, or complete a creative workshop with the artists.
- 8 premium tickets to a HERE 2020-21 Production + Pre-show cocktail party in the HERE lounge.

\$17,000 of this purchase is tax-deductible.



TABLES & TICKETS

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SPARK GALA

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TABLE COMMITMENTS

\$10,000 - Scorcher

10 Tickets to HERE's 2020 Gala, which includes a cocktail reception, dinner with performances, and after party and dancing.

- Prominent name listing on Gala Invitation and other materials, sent to a list of 2,000-3,000.
- Prominent name listing in HERE's weekly newsletter to promote the Gala. HERE's newsletter is received by 20,000 people.
- Prominent name listing on the Gala Website.
- Advertisement in HERE's Gala Benefit Journal (full page – 7.75" x 4.75" valued at \$1,000).
- Prominent logo placement in the sponsor slideshow and in other locations throughout the Gala event.
- Recognition during the event by the evening's Emcee and HERE leadership.
- Recognition on HERE's social media over the course of the six months leading up to and following the Gala, reaching 15,000 people.
- 4 Premium tickets to a HERE 2020-21 Season Production

\$7,220 of this purchase is tax-deductible.

\$5,000 - Igniter

8 Tickets to HERE's 2020 Gala, which includes a cocktail reception, dinner with performances, and after party and dancing.

- Prominent name listing on Gala Invitation and other materials, sent to a list of 2,000-3,000.
- Prominent name listing in HERE's weekly newsletter to promote the Gala. HERE's newsletter is received by 20,000 people.
- Prominent name listing on Gala Website.

\$3,000 of this purchase is tax-deductible.

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TICKET LEVELS

\$1,000 – Firestarter

1 VIP Ticket to HERE's 2020 Gala

- Priority Seating
- Listing in the Gala Materials

\$750 of this purchase is tax-deductible.

\$600 – Sparkler Ticket

1 Ticket to HERE's 2020 Gala

\$350 of this purchase is tax-deductible.

\$150 – Downtown Inferno Tickets

2 Tickets to the Downtown Inferno party

** Does not include the Fiery Feast*

\$100 – Downtown Inferno Ticket

1 Ticket to the Downtown Inferno party

** Does not include the Fiery Feast*

Please contact Manager of Individual Giving and Special Events Auburn Hicks at auburn@here.org or **212-647-0202, ext. 327** for more information.



GALA COMMITTEE

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SPARK GALA – Monday, June 1, 2020

JOIN THE HERE 2020 GALA COMMITTEE!

Honoring Cheryl Henson and Brian Selznick in celebration of HERE's Dream Music Puppetry Program
City Winery, Pier 57

6pm – Fiery Feast – cocktail reception, dinner, and performances

8:30pm – Downtown Inferno – dessert, cocktails, performances and dancing

HERE 2020 GALA HOST COMMITTEE

What we're asking of you:

- Make an early commitment to purchasing at least two \$1,000 tickets for the dinner or four \$600 tickets for the dinner
- Send out an invitation email to friends to encourage others to join you (we will provide you with the email to forward)
- Post on Social Media that you're going to the HERE Gala (we will help you share)
- Announce that the HERE auction and raffle are up and running via email or social media (we'll offer you the tools for whichever you prefer)
- Receive updates from HERE Board and Staff throughout the spring about HERE Gala plans and progress

What we'd love to offer you:

- Your name on the invitation, in eblasts, and on our website as a prestigious member of the Host Committee
- An invitation to meet other like-minded Gala ambassadors in spring 2020 to hear about who will be performing at the event and other fun insider details to share
- Your name announced at the Gala by the evening's Emcee
- Two tickets to a HERE production in the coming year
- Discount at a HERE neighborhood restaurant to be in used in the year ahead
- Recipes for the cocktails served the night of the Gala
- A HERE t-shirt
- Our love and admiration

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PARTICIPATION IN THE DOWNTOWN INFERNO COMMITTEE

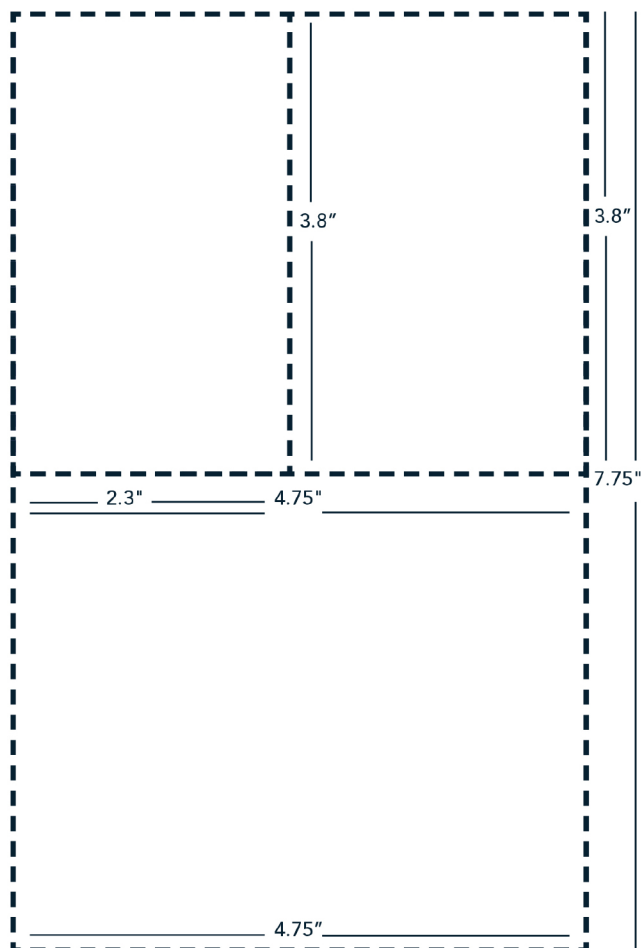
What we're asking of you:

- Make an early commitment to purchasing four \$75 Downtown Inferno tickets (\$300 commitment)
- Send out an invitation email to friends to encourage others to join you (we will provide you with the email to forward)
- Post on social media that you're going to the HERE Gala (we will help you share)
- Announce that the HERE auction and raffle are up and running via email or social media (we'll offer you the tools for whichever you prefer)
- Receive updates from HERE Board and Staff throughout the spring about HERE Gala plans and progress

What we'd love to offer you:

- Name on the invitation and in eblasts and on our website as a prestigious member of the Host Committee
- Discount at a HERE neighborhood restaurant to be in used in the year ahead
- Recipes for the cocktails served the night of the Gala
- A HERE t-shirt
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Graphic is to scale - not actual size

HERE's SPARK GALA JOURNAL SPEC SHEET

I would like to reserve the following ad space in the **2020 Gala Journal**:

- ¼ Page (3.8" x 4.75")
B&W Portrait Advertisement: **\$350**
- ½ Page (3.8" x 4.75")
B&W Landscape Advertisement: **\$600**
- Full Page (7.75" x 4.75")
B&W Portrait Advertisement: **\$1000**

* Please contact HERE's Manager of Individual Giving and Special Events, Auburn Hicks, **212-647-0202 ext. 327** or **auburn@here.org** for pricing on back cover full page placement.

☐ Check made payable to HERE enclosed for \$ _____

☐ Please charge my ☐ AMEX ☐ VISA ☐ MASTERCARD

Card Number: _____

Exp: _____ Security ID: _____

Company: _____

Contact Name: _____

Phone Number: _____

Address Line 1: _____

Address line 2: _____

City: _____ State: _____ Zip: _____

Please submit your image files via email to HERE's Manager of Individual Giving and Special Events,
Auburn Hicks, 212-647-0202, ext. 327 or auburn@here.org.

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SPARK GALA – Monday, June 1, 2020

To make an early commitment to the event and be listed as a member of the Gala Committee on the invitation, please fill out and return this form. If you would like to discuss this opportunity further, please contact HERE's Manager of Individual Giving and Special Events, Auburn Hicks, 212-647-0202 ext. 327 or auburn@here.org.

NAME: _____

RECOGNITION NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CELL PHONE: _____

EMAIL: _____

SIGN ME UP! I'm happy to be listed on the invitation and I would like to commit to the following sponsorship, table or ticket purchase:

- ☐ \$50,000 Incendiary Sponsorship
- ☐ \$25,000 Flame Thrower Sponsorship
- ☐ \$10,000 Scorching Table
- ☐ \$5,000 Igniter Table

☐ \$1,000 Firestarter: __# VIP Ticket(s) to The Fiery Feast & Downtown Inferno

☐ \$600 Sparkler: __# Ticket(s) to The Fiery Feast & Downtown Inferno

\$100 Downtown Inferno: __# Ticket(s) to the Downtown Inferno (2 or more for \$75 each)

I can't make it to the event but I'd love to support HERE's Gala and HERE's 2020 honorees

Cheryl Henson and Brian Selznick.

Please accept my donation of _____.

PAYMENT INFORMATION

☐ I have enclosed a check. (We love this because it saves HERE money on fees!)

☐ I would like to pay by credit card. ☐ Amex ☐ Mastercard ☐ Visa ☐ Other

Name on card: _____

Card number: _____

Expiration date: _____ Security code: _____

ADDITIONAL NOTES: _____