

WEDNESDAY  
MAY 22, 2024

# EXPONENTS

## Annual Gala

Midtown Loft & Terrace  
267 Fifth Avenue  
New York, NY 10016

# Sponsorship Packet

EXPONENTS is compassionately dedicated to serving the needs of individuals impacted by HIV/AIDS, substance use, incarceration, and behavioral health challenges. Our **MISSION** is to deliver these services through a client-centered, strength-based approach, which greatly improves health outcomes and promote overall wellness in our communities. Our **VISION** is to improve health and ignite hope.





Dear Community Partner,

EXPONENTS is delighted to host our annual gala benefiting impactful and comprehensive programs and services supporting addiction recovery, incarceration, behavioral health, and professional advancement within the recovery field in New York. We invite you to partner with Exponents in our efforts to continue providing client-centered services to promote self sufficiency, improved health, and wellness. But, we cannot achieve our mission alone. It is the generous support of partners like you that enables us to make this meaningful impact in the lives of our Community.

The Annual Gala serves as our core event to raise awareness and support for the individuals we serve. This year, the gala will be held on Wednesday, May 22, 2024 at the beautiful Midtown Loft and Terrace, and we anticipate an attendance of over 140 community leaders, philanthropists, healthcare professionals, and advocates. EXPONENTS has set an ambitious goal to raise \$75,000, which will directly contribute to sustaining and expanding our services to reach even more individuals in need.

By becoming a sponsor, you will not only demonstrate your commitment to social responsibility but also gain valuable exposure and recognition within our community. Enclosed, you will find more information about the ways your can partner with us to provide a lasting impact on the people we serve and the communities where they live.

If you or your company are interested in supporting this event please do not hesitate to contact 212.243.3434, Ext 353 or [kwilliams@exponents.org](mailto:kwilliams@exponents.org).

Thank you for consideration.

Sincerely,

Board Fundraising Committee

WEDNESDAY  
MAY 22, 2024

# EXPONENTS

## Annual Gala

### ABOUT US

EXPONENTS is a 501(c)(3) nonprofit organization based in the heart of New York City. Founded in 1990, Exponents has been a leader in peer-driven services in the areas of drug addiction, chronic disease management and support, and reentry services. Our person-centered, strength-based operating philosophy greatly improves engagement and retention efforts.



### Our Programs

We offer a wide range of programs and services to improve the quality of life of the participants we serve. We meet individuals where they are in their recovery process and provide supportive solutions and self management tools in the areas of:

- Client centered drug treatment and prison reentry services
- Self-care and wellness management
- Professional skill development

Outpatient Chemical Dependence

Judith Loeb Chiara Recovery & Wellness Center

ARRIVE & ARRIVE Post Graduate Program

Testing, PrEP, PeP, & Linkage to Care

CASAC, CRPA, Peer Professional Trainings

### Additional Services

- Clothing Closet
- Project Inform
- Feeding our Family
- Cyber Lounge (Computer lab)
- GED
- Vocational Training
- Professional Development
- Seeking Safety
- Housing Assistance
- Healthy Relationship Groups

## Our Impact



**20K+**  
INDIVIDUALS  
SERVED



**2,700+**  
LIVES CHANGED  
YEARLY

WEDNESDAY  
MAY 22, 2024

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267 Fifth Avenue  
New York, NY 10016

## SPONSORSHIP LEVELS

**Event:** EXPONENTS Annual Gala

**Date:** Wednesday, May 22, 2024

**Venue:** Midtown Loft & Terrace  
(267 Fifth Avenue NY. NY 10016)

Join EXPONENTS in the heart of Midtown Manhattan, where we will gather with our wide network of supporters, partners, and friends to honor a select group of industry titans for a fun-filled evening.

Exponents Annual Gala	\$10,000 Exclusive	\$7,500 Champion	\$5,000 Defender	\$2,500 Protector	\$1,500 Community
Exclusive Presenting Sponsor	•				
Event Recognition					
Seating includes guest tickets	10	10	5	3	2
Logo Recognition on Event Program	•	•	•	•	•
Logo Recognition on Event Sinage	•	•	•	•	•
Promotional Outreach					
Exclusive Facebook and Twitter Recognition Posts	•	•	•	•	•
Exclusive Blog Post on Exponents website	•	•			
Feature in E-Newsletter	•	•			
Logo Recognition on Pre-Event E-Blasts	•	•	•	•	
Logo Recognition on Exponents' Website Home Page	•	•	•	•	
Name Recognition on Quarterly Newsletter	•	•	•	•	•
Inclusion of all public announcements to the press	•	•	•		
Recognition in E-Journal Ad	Full Page	Full Page	Half Page	Half Page	Quarter Page
Tax Deduction	•	•	•	•	•

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## SPONSORSHIP PACKET

### EXCLUSIVE PRESENTING SPONSOR \$10,000

- Will receive premier seating at the event, including **10 guest tickets**.
- Will be referred to as the official presenter of Exponents in all promotional and event materials.
- Recognition as Exclusive Presenting Sponsor on all social media posts, media, and press release materials.
- Sponsor will be referred to as the **presenting sponsor** in all related press releases and media announcements.
- **Full Page Ad** in E-Journal night of event and on website.
- Will receive **5 exclusive Facebook and Twitter posts**.
- Logo will be included in all Exponents e-blasts, with link to the organization's website.
- Logo will appear on the home page of the Exponents website, with a link to the organization's website.
- Logo will appear on event signage and program.
- Sponsorships are tax-deductible to the fullest extent of the law

### CHAMPION \$7,500

- Will receive premier seating at the event, including **10 guest tickets**.
- Sponsor will be **referenced in all related press releases** and media announcements.
- **Full Page Ad** in E-Journal night of event and on website.
- Sponsor will receive **5 exclusive Facebook and Twitter posts**.
- Logo will be included in all Exponents e-blasts, with link to the organization's website.
- Logo will appear on the home page of the Exponents website, with a link to the organization's website.
- Logo will appear on event signage and program.
- Sponsorships are tax-deductible to the fullest extent of the law

### DEFENDER \$5,000

- Will receive premier seating at the event, including **5 guest tickets**.
- Sponsor will be **referenced in all related press releases** and media announcements.
- **Half Page Ad** in E-Journal night of event and on website.
- Sponsor will receive **3 exclusive Facebook and Twitter posts**.
- Logo will be included in all Exponents e-blasts, with link to the organization's website.
- Logo will appear on the home page of the Exponents website, with a link to the organization's website.
- Logo will appear on event signage and program.
- Sponsorships are tax-deductible to the fullest extent of the law

### PROTECTOR \$2,500

- Will receive premier seating at the event, including **3 guest tickets**.
- **Half Page Ad** in E-Journal night of event and on website.
- Sponsor will receive **2 exclusive Facebook and Twitter posts**.
- Logo will be included in all Exponents e-blasts, with link to the organization's website.
- Logo will appear on the home page of the Exponents website, with a link to the organization's website.
- Logo will appear on event signage and program.
- Sponsorships are tax-deductible to the fullest extent of the law

### COMMUNITY \$1,500

- Will receive premier seating at the event, including **2 guest tickets**.
- **Quarter Page Ad** in E-Journal night of event and on website.
- Sponsor will receive **1 exclusive Facebook and Twitter posts**.
- Logo will appear on the home page of the Exponents website, with a link to the organization's website.
- Logo will appear on event signage and program.
- Sponsorships are tax-deductible to the fullest extent of the law

WEDNESDAY  
MAY 10, 2023

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## SPONSORSHIP FORM

I am pleased to become a sponsor at the following level:

TICKETS

- \$10,000 • EXCLUSIVE       \$7,500 • CHAMPION       \$5,000 • DEFENDER  
 \$2,500 • PROTECTOR       \$1,500 • COMMUNITY       \$375 • SINGLE TICKET  
 I cannot attend but I wish to make a fully tax-deductible donation for \$\_\_\_\_\_ \*FMV 175 per ticket

DIGITAL JOURNAL

MESSAGE 80 character maximum.

- Full page \$800  
 Half page \$500  
 Quarter page \$300

SUBMISSIONS • DEADLINE: Friday, April 30, 2024.

High-resolution JPEG/PNG files may be emailed to Kyla Williams at [kwilliams@exponents.org](mailto:kwilliams@exponents.org)

- DONATION We cannot commit to becoming a sponsor, but we would like to make a donation of \$\_\_\_\_\_

### SPONSOR INFORMATION

CONTACT NAME

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ORGANIZATION

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EMAIL

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ADDRESS

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CITY / STATE / ZIP

---

PHONE

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- Please acknowledge me as Anonymous

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### PAYMENT

- Enclosed is my check made payable to  
EXPONENTS for \$\_\_\_\_\_
- Please bill my credit card for \$\_\_\_\_\_
- VISA     MASTERCARD     DISCOVER     AMEX

NAME ON CARD

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CARD #

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EXP ( / ) SECURITY CODE

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BILLING ADDRESS

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SIGNATURE & DATE

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Please remit completed form to Kyla Williams via email at [kwilliams@exponents.org](mailto:kwilliams@exponents.org) • Keep this form for your records