

2019

EXPONENTS Sponsorship Packet



EXPONENTS
17 Battery Place, 8th Floor
212-243-3434
www.exponents.org

Dear Friend,

We are delighted to host **Exponents 2nd Annual Benefit**, on Thursday, November 21, 2019, at The Loeb Boathouse in Central Park. We invite you to partner with us in becoming an event sponsor or make an in-kind donation to our silent auction or wine pull.

At our first benefit, nearly 200 supporters, sponsors and business partners raised more than \$100,000 to support the agency's programs and services for individuals impacted by HIV/AIDS, substance use, incarceration and behavioral health challenges.

This year, we have set an ambitious goal to raise \$200,000, which will directly benefit our under-resourced families, but we need your help! You can help us reach our goal by becoming an event sponsor, making an in-kind donation to our auction, and/or by purchasing a table to share this special evening with friends, family and colleagues.

In this sponsorship packet you will find more information about the ways you can assist us in improving health – one life at a time. If you or your company are interested in supporting this impactful event, please contact our Fundraising and Events Manager, Patrice Bocci at pbocci@exponents.org (212)243-3434, ext. 347.

Many thanks,



Regina Edwards
Executive Vice President & Chief Financial Officer

Our Mission

EXPONENTS is a nonprofit organization located in the heart of New York City compassionately dedicated to serving those impacted by HIV/AIDS, substance use, incarceration and behavioral health challenges. We deliver these services through a client-centered, strength-based approach which greatly improves health outcomes and promotes overall wellness in our communities.



Our Vision

Our dream is to create an equal playing field for all and live in a world without AIDS where addiction is treated as a health issue rather than a criminal one.

To Improve Health and Ignite Hope as we continue leading in the field of health education and wellness, and offer services that truly increase individuals' self-management skills, self-esteem, and encourage better health choices.

Continue to be an organization that provides ultimate respect to its clients as we employ our strength-based approach of, "meeting people where they're at."

Our Overall Goal is to improve health and safety in our communities, lower health care cost, and reduce prison recidivism.

About Our Programs & Services

Our programs are tailored to complement one another and to provide a continuum of services that help active drug users through all the varying stages of recovery. We don't just treat the problem – we help the person get better. Each of our programs builds skills, educates, and provides life-saving information. Individuals learn user-friendly, self-empowering techniques to manage stress, promote healthy behavior, avoid relapse, and become self-advocates.



We have helped over 20,000 individuals turn their lives around. In an average year, we provide over 30,000 services to over 2,000 people. Our inclusive environment welcomes people of every race, gender, and sexual orientation. The diversity of our participants also includes people at varying stages of recovery.

Event Info

Event: *Heroes of Hope*
EXPONENTS' 2nd Annual Benefit,
Dinner for a Cause

Date: Thursday, November 21, 2019

Venue: The Loeb Boathouse in Central
Park (East 72nd Street and Park Drive
North, New York, NY)

Goal: Raise \$200,000 to support
Exponents' programs and services



Sponsorship & Benefits

Join us for Exponents' 2nd Annual Benefit – an unforgettable evening celebrating exemplary leadership in our community. Enjoy dinner, cocktails, silent auction and raffle while hearing participants share success stories about how we changed their lives. Celebrate with community partners, donors, volunteers and friends of Exponents who've helped us to continue our mission; improving health and igniting hope in those we serve!

Sponsorships with Exponents offers unique and exclusive access to Exponents partners, supporters and volunteers.

Benefits include:

- Logo and link placed on the Exponents website
- Name and logo included on all promotional items used for the benefit
- Tickets to the benefit (specific number negotiable)
- Networking with Exponents partners and friends
- Participate in our Lunch & Learn program and gain access to our clients
- Special recognition and branding opportunities at the event and Exponents main headquarters

Most importantly, as a sponsor for Exponents, you will be providing the funds necessary to ensure the longevity of our organization and the achievement of our mission.

Sponsorship Opportunities

Advocate \$2,500	Defender \$5,000	Protector \$10,000	Champion \$15,000
Name and logo will be included in all printed materials	Name and logo will be included in all printed materials	Name and logo will be included in all printed materials	Opportunity to speak at event
			Name and logo will be included in all printed materials
Half-screen ad in a virtual journal and event digital display on the Exponents' website for three months	Full-screen ad in a virtual journal and event digital display on the Exponents' website for six months	Full-screen ad in a virtual journal and event digital display on the Exponents' website for one year	Full-screen ad in a virtual journal and event digital display on the Exponents' website for one year
		A feature in our End of the Year Newsletter	Display of products, services, or any kind of personal promotions at event and Exponents main headquarters
(3 tickets)	Half Table (5 tickets)	Full Table (10 tickets)	A feature in our End of Year Newsletter
			Opportunity to distribute premium company giveaway(s) for each Gala attendee
			Two Full Tables (20 tickets)

Virtual Journal Opportunities

Quarter Screen Ad	Half Screen Ad	Full Screen Ad
\$300	\$500	\$800

Sponsorship Commitment Form

Sponsor's Name: _____
(as you would like listed in the program)

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Email: _____

Sponsorship Levels

Please check the desired level of support:

Champion \$15,000

Protector \$10,000

Defender \$5,000

Advocate \$2,500

We are unable to be a sponsor for Exponents this year, but would like to make a donation of
\$ _____

Payment Method: (check one)

Check payable to "Exponents"

Credit Card

Card Number: _____ Expiration Date: _____

CVV/CVC#: _____ Name as it appears on card: _____

Please complete and return to:

Exponents
c/o Patrice Bocci
17 Battery Place, 8TH Floor, New York, NY 10004
Or via email at pbocci@exponents.org

Virtual Journal Artwork Submission: "Camera Ready" files may be delivered electronically to Patrice Bocci at pbocci@exponents.org by October 31, 2019, in high-resolution pdf or jpeg formats. If you have any questions or need help creating an ad (additional charges may apply), please call Patrice at (212) 243-3434 ext.347.

In-Kind Donor Agreement Form

Contact Name and Title: _____

Company/Organization/Individual Donor: _____
(as you would like listed in the program)

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Email: _____

Description of Donation (Please include key descriptors to market your donation):

Gift Restrictions, if any (age limitations, expiration, black-out dates, etc.):

Fair Market Value: \$ _____

Please send me a receipt for tax purposes: YES NO

It's possible that your item will be paired with other donated items creating an exciting "package" that our guest will bid on.

Delivery of Donation (please check one):

- Item require pick up.
- Item will be sent in the mail/delivered to the following address:
Exponents
c/o Patrice Bocci
17 Battery Place, 8th Floor
New York, NY 10004

Questions? Contact our Fundraising & Events Manager, Patrice Bocci at
212-243-3434 Ext. 347 or pbocci@exponents.org

Thank you for your interest in Exponents' sponsorship opportunities.

Our Fundraising and Events team will assist you in customizing a sponsorship that is right for you. Please feel free to contact us at any time!

Patrice Bocci

Fundraising and Events Manager

212-243-3434 Ext. 347

pbocci@exponents.org

