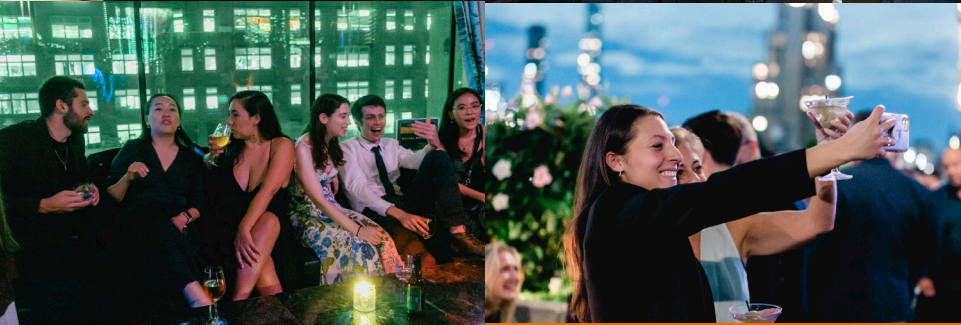




# 2023 LEADERSHIP COUNCIL CHAMPIONS BENEFIT



Sponsorship Opportunities





2023  
**CHAMPIONS  
BENEFIT**

**SAVE THE DATE**

HOSTED BY BRC LEADERSHIP COUNCIL

**WEDNESDAY, OCTOBER 25, 2023**

**LAVO**  
RESTAURANT • NIGHTCLUB

**40 E 58TH ST, NEW YORK, NY 10022**

[WWW.BRC.ORG/2023CHAMPIONSBENEFIT](http://WWW.BRC.ORG/2023CHAMPIONSBENEFIT)

**GAMES / RAFFLES / CASINO TABLES  
OPEN BAR / HORS D'OEUVRES  
DJ / LIVE ENTERTAINMENT**

BLACK TIE OPTIONAL

**CASINO NIGHT**

**PROCEEDS SUPPORT PROGRAMS HELPING THOSE  
EXPERIENCING HOMELESSNESS**

**BRC**  
HOPE. HEALTH. HOME.



# Event Details

The BRC Leadership Council is a diverse group of young professionals who support BRC—one of New York City’s leading nonprofit organizations offering caring and effective housing and services to vulnerable New Yorkers.

Our annual fundraiser, The Champions Benefit, brings like-minded philanthropists together to raise funds and awareness for homeless services.

- Date: Wednesday, October 25th, 2023
- Time: 6:30 – 10 PM
- Location: LAVO NY
- Address: 40 E 58th St, New York, NY 10022



# A Fundraiser Helping Those Experiencing Homelessness

## About BRC and the Leadership Council

There are more than 100,000 people living in shelters and more than 3,000 living unsheltered in New York City. BRC offers over 30 programs throughout NYC including unsheltered outreach, safe haven and shelters, mental, physical health and addiction services, work force development, art therapy, and supportive housing to close to 10,000 individuals a year.

The BRC Leadership Council volunteers and helps to raise critical funds to support BRC's mission and vital programs and services. To date, the BRC Leadership Council Champions Benefit has raised almost \$600,000 to support the organization, helping BRC offer a hand UP to thousands of people each year.

# OUR SUPPORTERS, YOUR MARKET



## EVENT AUDIENCE

Expected Attendance: 350-400

Age: 25 – 45

Median Annual Income: \$129,000

Professional Level(s): Mid Level Associate –  
Manager/Sr. Executive

Location: Greater New York Metropolitan Area

Industries Represented: Financial Services, Law,  
Media/Advertising, Retail, Non-Profit, Technology,  
Consulting/Services, Real Estate, Healthcare

To learn more about the Leadership Council and  
other ways to get involved with BRC, go to  
<https://www.brc.org/champions>

# CHAMPION BENEFIT SPONSORSHIP OPPORTUNITIES

## Champion - \$25,000

- Up to 30 tickets to the Champions Benefit
- Full Spacing Logo Sponsored Casino Table (3 Spots Available + Choice)
- VIP reception
- Reserved VIP area seating
- Opportunity to speak at event
- Company/individual name and sponsorship level featured on Champions Benefit website, collateral and event signage (Top placement)\*
- Mention from stage during Champions Benefit
- Recognition in event press release
- Mention on BRC social media during event promotion period\*\*
- Inclusion in Champions Benefit email during event promotion period\*\*
- Corporate volunteer opportunity at BRC
- Your branded giveaways/incentives included in gift bag

## Platinum - \$20,000

- Up to 25 tickets to the Champions Benefit
- Half Spacing Logo Sponsored Casino table (4 spots available)
- VIP reception
- Reserved VIP area seating
- Company/individual name and sponsorship level featured on Champions Benefit website, collateral and event signage (premiere placement)\*
- Mention from stage during Champions Benefit
- Recognition in event press release
- Mention on BRC social media during event promotion period\*\*
- Inclusion in Champions Benefit email during event promotion period\*\*
- Corporate volunteer opportunity at BRC
- Your branded giveaways/incentives included in gift bag

\* Sponsorship commitments must be received by Friday September 15<sup>th</sup>, 2023 to be included in event collateral and signage.

\*\* Event promotion period ends October 23, 2023

# CHAMPION BENEFIT SPONSORSHIP OPPORTUNITIES

## Gold - \$10,000

- Up to 15 tickets to the Champions Benefit
- Quarter Spacing Logo Sponsored Casino table (4 spots available)
- VIP reception
- Designated seating area
- Company/individual name and sponsorship level featured on Champions Benefit website, collateral and event signage (prominent placement)
- Mention from stage during Champions Benefit
- Recognition in event press release
- Mention on BRC social media during event promotion period\*\*
- Inclusion in Champions Benefit email during event promotion period\*\*
- Corporate volunteer opportunity at BRC
- Your branded giveaways/incentives included in gift bag

## Silver \$5,000

- Up to 7 tickets to the Champions Benefit
- VIP reception
- Company/individual name and sponsorship level featured on Champions Benefit website, collateral and event signage (preferred placement)\*
- Mention on BRC social media during event promotion period\*\*
- Inclusion in Champions Benefit email during event promotion period\*\*
- Corporate volunteer opportunity at BRC
- Your branded giveaways/incentives included in gift bag

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\*\* Event promotion period ends October 23, 2023

## **SPONSORSHIP OPPORTUNITIES – INDIVIDUAL/SMALL BIZ SPONSORS**

**(Includes all previous levels, and the below)**

### **Associate - \$2,500**

- 5 tickets to the Champions Benefit
- VIP reception
- Company/individual name and sponsorship level featured on Champions Benefit website, collateral and event signage (Select placement)\*
- Gift bag inserts or other giveaways/incentives

### **Supporter - \$1,000**

- 3 tickets to the Champions Benefit
- VIP reception
- Company/individual name and sponsorship level featured on Champions Benefit website, collateral and event signage\*
- Gift bag inserts or other giveaways/incentives

### **Friend - \$500**

- 2 tickets to the Champions Benefit
- Company/individual name and sponsorship level featured on Champions Benefit website, event collateral\*

### **BEVERAGES/IN-KIND**

### **AUCTION/RAFFLE DONOR**

- Company/individual name and sponsorship level featured on Champions Benefit website, auction site, event collateral and signage\*
- Mention on BRC social media during event promotion period\*\*
- Inclusion in Champions Benefit email during event promotion period\*\*

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# SPONSORSHIP OPPORTUNITIES – BEVERAGE SPONSORSHIPS

## Providing Alcoholic Beverages for Open Bar Event

- Tickets for Company Representatives to Attend Event (Amount TBD)
- Company/individual name and sponsorship level featured on Champions Benefit website, auction site, event collateral and signage\*
- Mention on BRC social media during event promotion period\*\*
- Inclusion in Champions Benefit email pre and post event\*\*
- Company onsite display options available

## Beverage Need Breakdown

4 hours, 250-350 Individuals

- Beer - 25-30 Cases (24 x 12 oz)
- Spirits (Rum/Vodka/Tequila) - 5 Cases (12 x 1 liter)
- Wine (Red/White) - 10-15 Case (12 x 750 ml)

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# Previous Event and Beverage Sponsors



**The Boger  
Family  
Foundation**



ENDEAVOR



**BENNETT**MIDLAND



**Arnold & Porter**

**Benchmark Title  
Agency, LLC**





# Next Steps

To Discuss Sponsorship Opportunities Please Contact:  
Miguel Guadalupe at 212-803-5739 | [mguadalupe@brc.org](mailto:mguadalupe@brc.org)