



HOLIDAY IN THE HEARTLAND

December 8 & 9, 2018
The Dakota Jazz Club



We hope to see you

at the 2018 Holiday in the Heartland gala celebrating One Heartland's biggest summer ever.

This summer, we had record attendance with over 600 campers! We've permanently added two extra weeks of camp to meet the growing needs of our community. These new sessions allow us to welcome more children experiencing homelessness and more LGBTQ+ teens than ever before.

We're also expanding our programming to better meet the needs of our campers. This year, for the first time, we offered art and music therapy with licensed therapists. These activities help our participants deal with the difficult emotions that can result from their circumstances.

Your sponsorship helps us put on an event that raises tens of thousands of dollars for camp next summer. We are so grateful for your consideration of becoming a sponsor.

With gratitude,

Patrick Kindler
Executive Director



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SPONSORS

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* 2017 Presenting Sponsor

Engage One Heartland's Audience

One Heartland interacts with thousands of people in the Midwest and around the country in person, through correspondence, on social media, and through partner organizations.

Our annual Holiday in the Heartland Gala has been attended by nearly 500 business and community leaders over two nights from around the country, state, and metro area. **This year we expect an increase to 750 guests.** The Holiday in the Heartland Gala is where some of the area's greatest philanthropists and leaders, such as Minnesota Twins Manager Paul Molitor and music and television personalities such as Daniel Franzese from HBO's "Looking", come together to change children's lives.

We hope you will be among them.



Two Evenings of Happiness and Heart

Join us on December 8 or 9, 2018 at the Dakota Jazz Club in Downtown Minneapolis for an evening of **great food, amazing live music, and live and silent auctions**. You'll meet the leaders and youth who make up One Heartland's community and be welcomed as a leader yourself.





UNIQUE
SPONSORSHIP
OPPORTUNITIES



Presenting Sponsor



Voyageur



Trailblazer



Pathfinder



Pioneer





PRESENTING SPONSOR

The Presenting Sponsor is the naming sponsor of the 2018 Holiday in the Heartland gala. As Presenting Sponsor, you will have the unique opportunity to tailor a sponsorship opportunity to fit your needs.

Included:

- ✦ Naming sponsorship of the Holiday in the Heartland Gala
- ✦ Logo (approx. 36" x 36") included on 3.5' x 8' banner posted at camp during summer 2019
- ✦ Camp retreat for 50 for two nights at One Heartland Center with team-building activities led by One Heartland Executive Director Patrick Kindler
- ✦ Opportunity to make remarks from stage at the 2018 gala
- ✦ Named partner on all Holiday in the Heartland 2018 communications and materials
- ✦ Two VIP tables of 10 at center stage
- ✦ Opportunity to include product samples/promotional materials in guest gift bags
- ✦ Company logo prominently displayed throughout event
- ✦ Acknowledgement, logo, and link on the One Heartland website and in social media
- ✦ Full-page ad in both evenings' programs

Presenting sponsorships are annual commitments that can be tailor made.

PRESENTING SPONSOR SUPPORT IS \$25,000

CONTACT PATRICK KINDLER: patrick@oneheartland.org • 612.824.6464



VOYAGEUR

Voyageur sponsors of the Holiday in the Heartland Gala show support One Heartland's work to help youth build skills, confidence, and friendships that last a lifetime.

Included:

- ↑ Logo (approx. 24" x 24") included on 3.5' x 8' banner posted at camp during summer 2019
- ↑ Overnight camp retreat for your team of up to 25 at One Heartland Center
- ↑ Two VIP tables of 10 in priority seating
- ↑ Announcement from stage
- ↑ Opportunity to include product samples/promotional materials in guest gift bags
- ↑ Company name and logo on event promotional materials
- ↑ Company logo displayed throughout event
- ↑ Acknowledgement, logo, and link on the One Heartland website and in social media
- ↑ Half-page ad in both evenings' programs

VOYAGEUR SUPPORT IS \$10,000

CONTACT PATRICK KINDLER: patrick@oneheartland.org • 612.824.6464



TRAILBLAZER

Trailblazer sponsors of the Holiday in the Heartland Gala are committed to expanding One Heartland's capacity by making life-changing camp experiences possible for the kids who need it most.

Included:

- ✦ Logo (approx. 12" x 12") included on 3.5' x 8' banner posted at camp during summer 2019
- ✦ VIP table of 10 in priority seating
- ✦ Announcement from stage
- ✦ Opportunity to include product samples in gift bags
- ✦ Company name and logo on event promotional materials
- ✦ Company logo displayed throughout event
- ✦ Acknowledgement, logo, and link on the One Heartland website and in social media
- ✦ Half-page ad in both evenings' programs

TRAILBLAZER SUPPORT IS \$5,000

CONTACT PATRICK KINDLER: patrick@oneheartland.org • 612.824.6464



PATHFINDER

Pathfinder sponsors of the Holiday in the Heartland Gala are leaders in the mission to create a world where everyone feels appreciated, celebrated, and free of stigma.

Included:

- 🌲 Name included on banner posted at camp during summer 2019
- 🌲 VIP table of 10 in priority seating
- 🌲 Special gift for each guest
- 🌲 Company name and logo on event promotional materials
- 🌲 Company logo displayed throughout event
- 🌲 Recognition in both evenings' programs

PATHFINDER SUPPORT IS \$2,500

CONTACT PATRICK KINDLER: patrick@oneheartland.org • 612.824.6464



PIONEER

Pioneer sponsors make the Holiday in the Heartland Gala possible. We are immensely grateful for their support and leadership.

Included:

- 🌲 Name included on banner posted at camp during summer 2019
- 🌲 Table of 10
- 🌲 Special gift for each guest
- 🌲 Recognition in evening's program

PIONEER SUPPORT IS \$1,500

CONTACT PATRICK KINDLER: patrick@oneheartland.org • 612.824.6464



PROGRAM ADS

Advertise your company with the 2018 Holiday in the Heartland Gala Program Book. Approximately 750 local leaders will be in attendance over the course of two nights.

Production Requirements:

Ads must meet the specifications for size and production. Ads should be built to the exact size indicated for the appropriate sized ad. Submission requirements are strictly digital and absolutely NO FILM will be accepted. If you need help creating your ad, contact stefanietc@oneheartland.org or 612-824-6464.

Required Materials:

The ad must be submitted as a high-resolution .pdf or .eps file (minimum 300 dpi) with fonts outlined (preferred) or fonts embedded.

Ad Submission:

All advertising materials and payment should be delivered to stefanietc@oneheartland.org by November 19, 2018.

Ad Sizes and Prices:

- 1/4 page (3.5"x2.5"); Color: \$150; Black and White: \$100
- 1/2 page (3.5"x5.75"); Color: \$300; Black and White: \$200
- Full page (7.5"x5.75"); Color: \$500; Black and White: \$300



SPONSOR A FAMILY TABLE

Another way you can support Holiday in the Heartland is by sponsoring a camper family table. Our camp participants are the whole reason that Holiday in the Heartland exists – and having camper families at the gala helps remind us what we're all here for. You can help by sponsoring a family table for \$1,500. Contact patrick@oneheartland.org or 612-824-6464 to discuss sponsoring a camper family table.



The 2018 Holiday in the Heartland Gala is going to be the best yet. We hope to see you there! In addition to sponsorship, you can purchase individual tickets for \$150 (VIP) or \$35 (General Admission).

Please don't hesitate to get in touch with any questions, to tailor a custom sponsorship package, or to order tickets!

Patrick Kindler

Executive Director, One Heartland

patrick@oneheartland.org

612.824.6464



Thank you!