



# TO BE SEEN GREEN

GROWING

RESILIENT

EFFECTIVE

EVOLVING

NOBLE

## Fundraising Gala 2023

## Welcome Letter

Dear Potential Partner,

On behalf of Y-KNOT Inc., I am writing to request your support as a partner for our upcoming "To Be Seen Green" gala, this event will be held on December 2, 2023 at Prince George's Ballroom. This gala is being held to raise funds for our programs for youth development in the surrounding communities.

Y-KNOT Inc. was created for at risk youth to stimulate knowledge, nurture ideas, create opportunities and teach lifelong lessons. As the name of our organization implies, our aim is to totally eliminate the doubting 'Y' in the minds of youth and replace it with a new mindset of "Y-KNOT."

Our incentives are geared to foster a relationship between today's youth and a mentor that will push for their success, provide a non-judgmental and inclusive space for the child and take a unique and innovative approach to mentoring in order to provide them with a quality mentoring program. Our mission also aims to teach today's youth how to be successful in and out of the classroom.

To ensure a successful event, we are seeking sponsorship from community partners. This proposal will share information about our organization and discuss the opportunity to form a mutually beneficial partnership. Your investment will enable us to subsidize our expenses and ensure success. By becoming a sponsor, your company will be assured of high-profile exposure.

We thank you for your time and consideration and look forward to discussing partnership opportunities with your company.

With Kind Regards,  
Regina Gibbons  
Executive Director

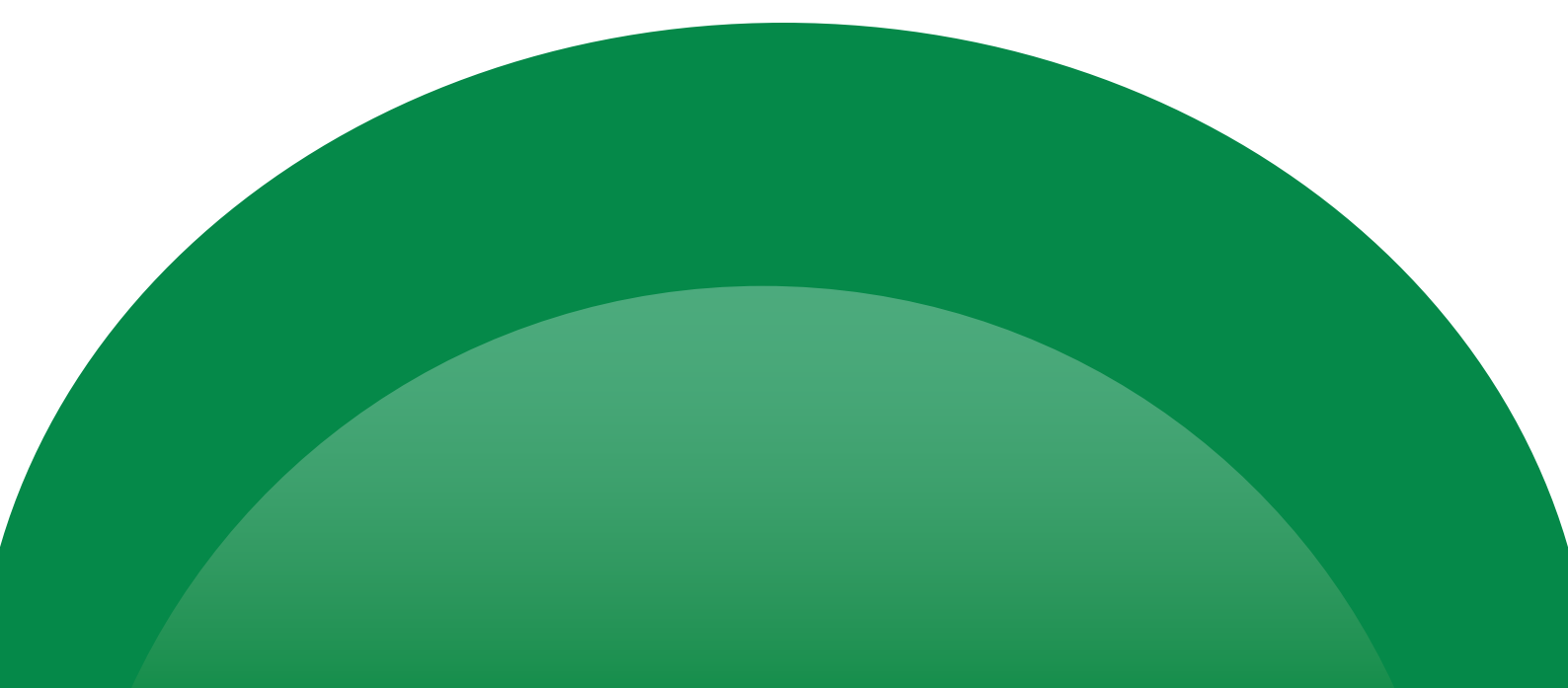
Y-KNOT Inc. is a non-profit volunteer-driven community support group providing mentoring programs for middle and high school youth in the Washington, D. C. metropolitan area.

Y-KNOT Inc's. mission is to inspire and motivate youth by providing effective mentorship while stimulating knowledge, nurturing ideas, creating opportunities, and teaching lifelong lessons that will enable them to lead satisfying and rewarding lives.

We aim to mitigate the ambiguity in the minds of the youth by providing constructive mentorship and striving to engrave a positive attitude in their personalities where instead of saying "WHY" to an opportunity, they can blatantly say "Y-KNOT."

We are a non-profit driven by passionate executive staff and volunteer community that believes that mentorship will help eradicate the issues that have led our youth to struggle in school, be unequipped to adapt to society or become entangled in the juvenile justice system. Y-KNOT Inc. Believes that all youth deserve to be supported and nurtured as they mature into adulthood.

When children and teens have the influence of a caring adult, they are more likely to avoid risky behaviors and to focus on academics and being successful in their adult life. Our at-risk youth residing in Washington, DC, and Maryland face various challenges, and being matched with a mentor can help them navigate these challenges and reach their potential.....



## Mentorship - Individual:

Y-KNOT INC.Inc. mentors spend ten hours a month for one year with their mentees and maintain weekly contact in some form. While in-person contact is preferred, weekly contact can consist of a phone call, postcard, email, or text; anything that lets the mentees know their mentors are thinking about them. By cultivating a long-term relationship based on consistency, trust, and quality time spent together, mentors help to build social and emotional wellness, develop life skills, and expand the world view of their mentee.

## Secure the Bag:

8-week virtual Financial Literacy Academy includes interactive workshops on topics such as Building Generational Wealth through Real Estate, Learning How to Use Credit, Budgeting Strategies and so much more. This academy is dedicated to empowering young people by providing them a path to financial independence.

## TOPTE Leadership Academy:

Transforming Outstanding People to Excellent; 8-week program includes interactive workshops on topics such as branding, association, studying, investing, character and success.

### Cover Girl Diva

A 4-week mentoring program that offers girls ages 8 to 18 an opportunity to work on attitude, poise, and self-esteem while strengthening self-perception.

### Like my Swag

A 4-week mentoring program that offers boys ages 8 to 18 an opportunity to participate in a structured mentoring program of support with their male mentor. This program will enhance the young man's self-perception while showing them the true meaning of SWAG (Sealed with A Gift).

### Turn Around

A 5-week mentoring program that will focus on youth who are chronically in trouble in the classroom. The goal of this program is to rekindle the youth's commitment to learning and being successful in the classroom.

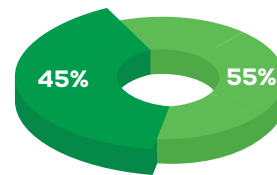
### Changing Faces

A 6-week mentoring program that will engage youth who are involved in the juvenile court system. Mentors in this program will encourage goal setting, self-discipline, and skill development that improve the young person's sense of defeat and hopelessness. On the sixth week the program will focus on re-entry.

Y-KNOT Inc. aims to bring school institutions, initiatives, individuals, and sponsors together via one shared dynamic platform which converts directly into our audience engagement. Our supporters and partners will have direct access to targeted sponsorship messages through various marketing initiatives while directly interacting with our influential audience.

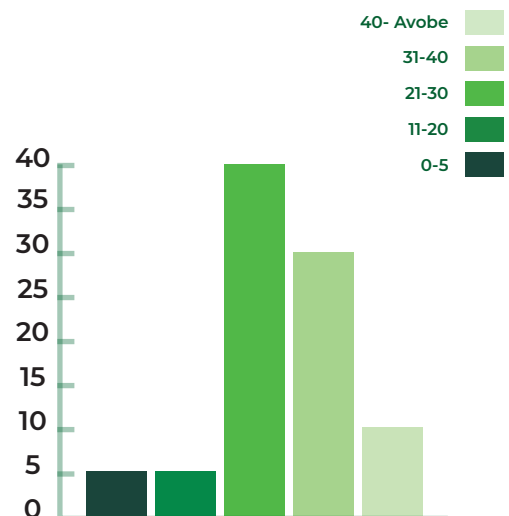
By becoming a sponsor or “intentionally inspiRED” you will reach a diverse, sophisticated and discerning audience of more that 1000 persons with high visibility through social media interaction platforms, media, print and online platforms (website and mobile).

- Informed, independent and influential
- Culturally and socially aware
- Technically savvy
- Non-profit, and Corporate Organizations.
- Young and innovative



The majority of the audience that sponsors will interact with will be between age 14 -65.

Age Group	Percentage
0-10	5
11-20	5
21-30	40
31-40	30
40- Above	10



## Sponsor Benefits

Our Gala, “intentionally inspiRED”, provides the ideal platform for your organization to showcase its community engagement, products and services to our audience. Your organization can use this opportunity to increase your brand awareness among conference delegates and partners and reach the wider community working in diverse ministries.

We are expecting participants from a wide variety of backgrounds who are passionate about mission, including institution such as schools, colleges, universities and youth department. These delegates will come from across targeted areas. By sponsoring the event you will be entitled to the following benefits:

### ENHANCE CUSTOMER EXPERIENCE

Nothing is better than having your customers act as an unpaid sales force for your company. Our marketing investment will enable you to enhance your customer experience in a positive way.

### RETURN ON INVESTMENT

Your Sponsorship amount can catapult your business or organization to higher revenue in no time. If you want to grow head and shoulders above your competition, consider working with organization like us and start building the relationships that will yield money for your company. You'll be glad you did.

### ENHANCE BRAND EXPOSURE

Having sponsors can directly influence brand awareness, and you will gain more followers and greater visibility when you hook your little caboose to the big corporate train like us.

### POSITIVE PUBLIC IMAGE

Your support will greatly help us to keep registration prices low and encourage wider participation from all sectors of the community

## BRAND VISIBILITY

We are pleased to offer organizations an opportunity to become a part of this journey with us as a sponsor, where you can expect optimum visibility for your brand, increasing your presence and professional profile. Don't miss your marketing opportunity at this big initiative!

Sponsors will get recognition in the program guide; our mailing lists; banner ads on guide handbook and online; social media promotions; campaigns; contests; giveaways; product placement; sponsored posts as well as verbal recognition at the event and in any national and international coverage associated with The Gala.

## Social Media Exposer

Through our direct social media channels as well as our large array of media partners around the globe – We are in a position to reach a very valuable demographic skewing towards consumers with a full-time job and relatively high income. These individuals are big spenders on digital media subscriptions.

### Facebook

Facebook is a powerful tool to engage conversation with attendees, online viewers and youngster. Thanks to our Facebook fan page, we'll regularly post about the “intentionally inspiRED”. Sponsors will be presented on this page through a dedicated section.

### Instagram

Instagram is an entirely visual platform. Sponsors will be presented on this page through a dedicated section.

### Twitter

With more than increasing followers, our Twitter account gather a large community. To communicate, we will post about the program but also exclusive content such as the gala in general. Tweets about the Sponsor redirecting to the link of your choice can also be made.

### LinkedIn

Sponsors' logo and name will be circulate through our official LinkedIn account. Your brand will be share though databases of all participants, and members. Regular post and marketing material including your logo will be shared.

### YouTube

We have our YouTube channel and that have more than influential subscribers and, depending on the sponsorship level, Sponsor' logo will be displayed on the channel but also on each of the video published.



# ANNUAL GALA

Saturday, December 2, 2023

**Sponsorship Opportunities & Agreement Form Y-KNOT Inc. offers 6 standard Gala sponsorship packages:**

Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporter \$1,000	Advocate \$500
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If one of these packages is not the right fit for your company, we are dedicated to working with you to tailor a package that aligns with your business goals, giving initiatives, marketing/branding needs or client focus.

**Sponsorship benefits include brand visibility, name and logo exposure, community awareness, and complimentary event tickets.**

Partnership with Y-KNOT Inc. through Gala sponsorship places your business in direct contact with many local customers. Your business will be directly linked with supporting the importance of the youth in the community.

Yes, I / we would like to sponsor intentionally inspiRED Gala! (please indicate level)

Sponsor / Business: Name and Address:	
Contact Name: Email and Phone:	

How will you be submitting your sponsorship contribution?

- Check Enclosed
- Coming later (must be received by October 1, 2022)
- Will pay via credit card over the phone



To Be Seen Green 4th Annual Gala is Y-KNOT Inc's. biggest fundraising event of the year. The Gala is a special event that brings together an audience of dedicated, community supporters. This year's Gala will be held December 2, 2023 at the Prince Georges County Ballroom.

Thanks to our loyal supporters , Y-KNOT inc. is able to provide a yearly calendar full or programs, events and academies for our young people to participate in free of charge. Sponsorship of the Annual Gala ensures that every dollar raised at the event goes directly to our programs.

**SPONSORSHIP AT ANY LEVEL INCLUDES:**

- Specified size ad
- Logo on Y-KNOT Inc. social media pages
- Recognition at Gala
- Opportunities for special marketing

Your Gala sponsorship and brand exposure will enhance your corporate image to approximately 200 or more community members with means. As well, your sponsorship will create general public awareness and excitement around your brand. By choosing to support Y-KNOT you are promoting goodwill between your company and the Y-KNOT Inc. community, and you will be fostering as association within your company and the youth in the DMV area.

<b>Platinum \$15,000</b>	<b>Gold Changin Lives \$10,000</b>	<b>Silver Knowledge \$5,000</b>	<b>Bronze Nurturing \$2,500</b>	<b>Supporter Opportunities \$1,000</b>	<b>Advocate Teaching \$500</b>
24 VIP	Tickets 18 VIP	Tickets 12 VIP	Tickets 6 VIP	6 General Admission Tickets	3 General Admission Tickets
Company recognition on socialmedia Outlet	Company recognition on socialmedia Outlet	Company recognition on socialmedia Outlet	Company recognition on socialmedia Outlet	Company recognition on socialmedia Outlet	Company recognition on socialmedia Outlet
Full page ad in event program	Full page ad in event program	Half page ad in event program	Half page ad in event program	Quarter page ad in event program	
Logo link on even tpage to company website	Logo link on even tpage to company website	Logo link on even tpage to company website	Logo link on even tpage to company website		
Introduction during awards program	Introduction during awards program	Introduction during awards program			
Exhibit space for display/promotion at gala and all collateral	Exhibit space for display/promotion at gala and all collateral				
Name and Logo on projection monitor at event	Name and Logo on projection monitor at event				
Dedicated press release recognizing sponshorship					

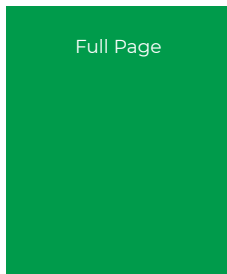


## INSTRUCTION FOR SUBMISSION OF AD COPY

- Book Size – pages are 5.5" x 8.5"
- Color – all ads are Black and White except Platinum and Gold Sponsorships.  
Paper vs. Electronic Ad copy – to avoid confusion, please do not send both hard (paper) copies and electronic versions of the same ads.
- Electronic Files – Use the following formats: Microsoft Word (for text ads only with no images), Acrobat PDF, grayscale TIFF (300 dpi), GIF, JPG.
- PDF Files – embed fonts or send a separate file of the fonts with the ad. Otherwise, the printer may have to change the fonts.
- Photos and logos – if you e-mail your ad send the original electronic image and logo in the email with the ad. If you send a hard copy ad, include the photo and logo for scanning or put them on a CD. (We can return your original photo if needed.)
- Emailing Ads, Photos and Logos – e-mail to [gala@yknotinc.org](mailto:gala@yknotinc.org). We are happy to help you with file formatting and graphics.

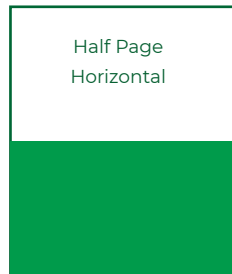
Don't hesitate to get in touch with us if you have questions or need assistance with any of the specifications. We are happy to help you with file formatting and graphics.

## General information/specifications for print advertising based on a 8.5"x11" publication



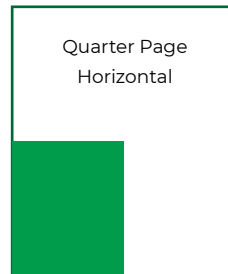
Full Page

7.5" x 10" live area  
or 8.75" x 11.25" if  
publication bleeds



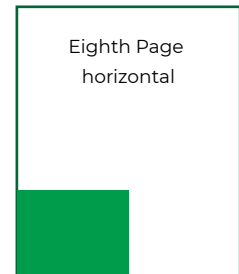
Half Page  
Horizontal

7.5" x 4.75"



Quarter Page  
Horizontal

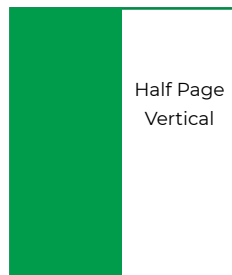
3.5" x 4.75"



Eighth Page  
horizontal

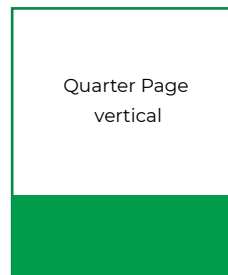
3.5" x 2.125"

### Other Possible Size



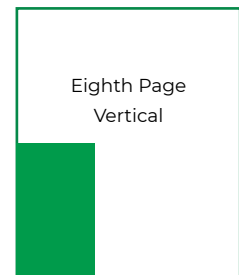
Half Page  
Vertical

3.5" x 10"



Quarter Page  
vertical

2.125" x 7.5"



Eighth Page  
Vertical

2.125" x 3.5"

## Advertisement Order Form

Business Name:	
Address:	
Contact Person:	
Email:	
Type of Payment:	
Payment by Check:	
Payment by Credit Card: (please circle One)	

American Express:

Discover:

Mastercard:

Visa:

Name as it appears on Credit Card:		
Credit Card No:		Expiration Date:
Signature:		Date:

OPTIONS	ACTUAL AD SIZE	DONATION
<input type="checkbox"/> Full Page Color	7.5 x 10	\$500.00
<input type="checkbox"/> Half Page color -horizontal	7.5 x 4.75	\$250.00
<input type="checkbox"/> Half Page color -horizontal	3.5 x 4.75	\$100.00
<input type="checkbox"/> Quarter Page color – vertical	4.75 x 3.5	\$100.00
<input type="checkbox"/> Business Card Page color – vertical	2.125 x 3.5	\$50.00
<input type="checkbox"/> Business Card Page color – horizontal	3.5 x 2.125	\$50.00
<input type="checkbox"/> Full Page Black and White	7.5 x 10	\$400.00
<input type="checkbox"/> Half Page b & w -horizontal	7.5 x 4.75	\$200.00
<input type="checkbox"/> Quarter Page b & w – horizontal	3.5 x 4.75	\$50.00
<input type="checkbox"/> Quarter Page b & w – vertical	4.75 x 3.5	\$50.00
<input type="checkbox"/> Business Card Page b & w – vertical	2.125 x 3.5	\$25.00
<input type="checkbox"/> Business Card Page b & W – horizontal	3.5 x 2.125	\$25.00

**Please return this form no later than September 1, 2023.**

**Mail this form to:**

Y-KNOT Inc.  
6178 Oxon Hill Road Suite 303  
Oxon Hill, MD 20745

Silent Auctions items listed below must be delivered to the above -mentioned mailing address no later than September 1, 2023.

Name:	
Business Name:	
Name Of Donate Item:	
DescriptionOf Donate Item:	
Year:	
Wholesale Price:	Retail Price:
Order Details (Include reference to autographs, previous owner, etc)	

**CONTACT US**

Telephone: 301-839-YNOT6178  
Email: [info@yknotinc.org](mailto:info@yknotinc.org)

**Mailing Address:**  
Y-KNOT Inc.  
6178 Oxon Hill Road Suite 303  
Oxon Hill, MD 20745

