

A Night of Funk
with
The Dazz Band
and
Club Nouveau

Sponsorship Packet

Benefiting



Big Brothers Big Sisters®

OF THE GREATER SACRAMENTO AREA

**MAY 13, 2023
THE HARRIS CENTER
FOLSOM, CALIFORNIA**



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Sponsorship of the Big Brothers Big Sisters of the Greater Sacramento Area's "A Night of Funk" is a direct way to give back to the community and the youth we serve. Through generous sponsors like you, 100% of all ticket sales will go directly to supporting our one-to-one youth mentoring program.

Sponsor and join us for a memorable night of great music with two legendary, Grammy-winning bands:

The Dazz Band and Club Nouveau



DIAMOND SPONSOR (PRESENTING SPONSOR) - \$15,000 ONE AVAILABLE

- Event naming opportunity: 'Evening presented by....'
- Dedicated custom signage at event
- Ability to handout 'swag bags'
- Most prominently placed, top billing consideration in all signage and listings
- Logo consideration on entrance Step and Repeat backdrop
- Full page premium placement ad in the event program
- Introduction from emcee and opportunity to deliver a 'welcome address'
- 8 complimentary preferred seating tickets
- Logo prominently featured in promotional emails, materials, and website
- Recognition as the Presenting Sponsor on all promotional emails & materials
- Recognition as the Presenting Sponsor throughout the event
- Recognition as the Presenting Sponsor on all social media accounts
- Name included in press release and acknowledged as Presenting Sponsor
- Recognition/logo on all post-event communications, including social media
- Unlimited use of the BBBS Sacramento logo/name for one year following the event

PLATINUM SPONSOR - \$10,000

TWO AVAILABLE

- Top billing consideration in all signage and listings
- Full page ad in event program
- Custom mention by emcee on stage
- 5 complimentary preferred seating tickets
- Logo featured in promotional emails, materials and website
- Recognition as the Instrumental Sponsor all promotional emails & material
- Recognition as the Instrumental Sponsor throughout the event
- Recognition as the Instrumental Sponsor on all social media accounts
- Recognition/logo on all post-event communications, including social media

GOLD SPONSOR -\$5,000

- Half page ad in event program
- Mentions of sponsorship throughout program
- 3 complimentary preferred seating tickets
- Logo featured in promotional emails, materials, and website
- Recognition as sponsor on all promotional emails & materials
- Recognition as sponsor throughout the event
- Recognition as sponsor on all social media accounts
- Name included in press release and acknowledged as sponsor
- Recognition/logo on all post-event communications, including social media

JAM SESSION SPONSOR - \$2,500

- Quarter page ad in event program
- Mention by emcee on stage
- 2 complimentary preferred seating tickets
- Logo featured in promotional emails, materials and website
- Recognition as sponsor on all promotional emails & materials
- Recognition as sponsor throughout the event
- Recognition as sponsor on all social media accounts
- Name included in press release and acknowledged as sponsor
- Recognition/logo on all post-event communications, including social media

FRIEND OF MUSIC SPONSOR -\$1,000

- 2 complimentary preferred seating tickets
- Name recognition of individual, family or business
- Individualized autographed memorabilia from each band

**TO DISCUSS SPONSORSHIP OPPORTUNITIES,
EMAIL EVENTS@BBBS-SAC.ORG OR CALL
916-646-9300**

MORE ABOUT BIG BROTHERS BIG SISTERS AND THE BANDS SUPPORTING THE BENEFIT CONCERT



Big Brothers Big Sisters of the Greater Sacramento Area has been providing one-to-one mentoring relationships for youth in the greater Sacramento area for over 56 years, serving thousands of youth during that time. Our local organization is supported, assisted, and monitored by the national Big Brothers Big Sisters organization, founded 117 years ago. As part of the national network, we have the benefit of over a century of experience and research, which ensures all our programming meets very high standards of quality and effectiveness.

Through our program, we ignite potential in children and youth through strong and enduring, professionally supported one-to-one mentoring relationships that change lives forever. Children and youth involved in our program achieve measurable outcomes, including educational success, avoidance of risky behavior, higher aspirations, greater confidence, and healthier personal relationships.



The Dazz Band is an American funk and R&B band that was formed in Cleveland, Ohio, in 1976. The group rose to fame in the early 1980s with a string of hit songs, including "Let It Whip," which won a Grammy Award for Best R&B Performance by a Duo or Group with Vocals in 1983. Other popular songs by the band include "Joystick," "Swoop (I'm Yours)," and "Keep It Live (On the K.I.L.)." The group has released numerous albums and continues to delight audiences with their high-energy funk and soul music.



Club Nouveau is an American R&B group that was formed in Sacramento, California in 1986. The group rose to fame with their debut album, "Life, Love & Pain," which was released in 1986 and spawned several hit singles, including "Jealousy," "Why You Treat Me So Bad," and a cover of Bill Withers' "Lean on Me" which won them a Grammy Award in 1987. Club Nouveau remains an influential group in the history of R&B and pop music, and their legacy continues to inspire new generations of musicians.