

LET'S DANCE!

SATURDAY, NOVEMBER 11, 2023
SHERATON SPRINGFIELD



SPONSORSHIP OPPORTUNITIES



220 Brookdale Drive
Springfield, MA 01104
(413) 585-8010
pathlightgroup.org

LET'S DANCE! 2023

A night of dancing and celebration to support enrichment programs for people with intellectual disabilities.

Check out past performances from 2019:
tinyurl.com/letsdance2019

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Let's Dance! is much like "Dancing with the Stars," only in this case the stars are people served by Pathlight, a Springfield based non-profit that serves more than 1,000 children, teens and adults with intellectual disabilities throughout Western Massachusetts.

Pathlight stars are paired with an individual from the community. Along with a volunteer dance instructor, the pair chooses their song and choreographs a dance routine that they perform on November 11 in front of an audience of 400+.

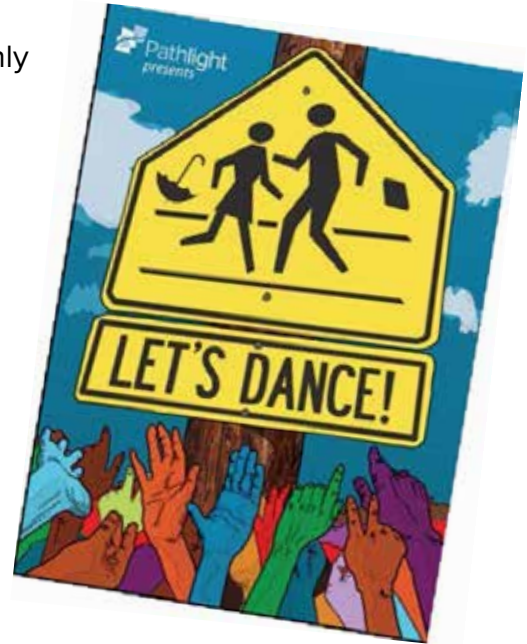
Created in 2017, **Let's Dance!** has raised close to **\$250,000 to provide enrichment programs to all served by Pathlight.** From theater classes, chorus, or participating on a bowling team, to paddling on the Connecticut River, taking a trip to Fenway Park to watch a Red Sox game, or membership at a local YMCA, these activities allow people with intellectual disabilities to experience the fullness of life.

Special thanks to our sponsors, volunteers, attendees and friends who make this special event a resounding success! **We could not do our work without YOU!**

We regularly receive notes like this one from a grateful grandmother about how your generosity enables Pathlight programs to truly change lives:

"Beyond the excellent care, consideration, attention and empathy my granddaughter Amy receives, I am so proud of the progress she has made in many areas of her life. My compliments for all you do for her with heartfelt thanks."

Please know, YOU make a big difference!



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2023 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

(exclusive)

- Opportunity for a representative to help present/judge during the event
- Opportunity to have company banner at event and Swag Bag items to give to all guests (350-400 impressions)
- Designation as Presenting Sponsor on event signage
- Included in purchased print ads and social media
- Company logo featured in email campaigns, marketing materials, and invitations
- 2 Full-page color ads in the program with premium placement
- Photo with profile included in annual report and newsletters
- Year long placement of company profile, logo, and link to your website on all Pathlight websites
- Recognition on all Pathlight programs social media platforms (12,000+ followers)
- Tickets for 10 with VIP seating

Leading Sponsor \$7,500

(limited availability)

- Opportunity to have company banner at event
- Designation as Leading Sponsor on event signage
- Company logo placed in event slideshow
- Included in purchased print ads and social media
- Company logo featured in email campaigns, marketing materials and invitations
- 1 Full-page color ad in the program
- Included in annual report and newsletters
- Year long placement of company profile, logo, and link to your website on all Pathlight websites
- Recognition on all Pathlight programs social media platforms (12,000+ followers)
- Tickets for 6 with VIP seating

Sustaining Sponsor \$5,000

- Designation as Sustaining Sponsor on event signage
- Company logo placed in event slideshow
- Company logo featured in email campaigns, marketing materials and invitations
- 1 Half-page black & white ad in the program
- Included in annual report and newsletters
- Year long placement of company profile, logo, and link to your website on all Pathlight websites
- Recognition on all Pathlight programs social media platforms (12,000+ followers)
- Tickets for 4 with VIP seating

Supporting Sponsor \$2,500

- Included on event signage
- Listed in event slideshow
- Company name included in email campaigns, marketing materials and invitations
- 1 Half-page black & white ad in the program
- Included in annual report and newsletters
- Company listed on Pathlight website
- Recognition on all Pathlight programs social media platforms (12,000+ followers)
- General admission tickets for 4

Friends Sponsor \$1,000

- Included on event signage
- Listed in event slideshow
- Recognition on all Pathlight programs social media platforms (12,000+ followers)
- Company name included in email campaigns, marketing materials and invitations
- 1 Quarter-page black & white ad in the program
- Included in annual report and newsletters
- Company listed on Pathlight website
- General admission tickets for 2

Associate Sponsor \$500

- Listed in event slideshow
- Recognition on all Pathlight programs social media platforms (12,000+ followers)
- Listed in program
- Included in annual report and newsletters
- Company listed on Pathlight website

If you are interested in customizing a sponsorship package that meets your goals, please contact **Caroline Carpenter** at **(617) 207-6256** (voice) , **(617) 233-9873** (text) or **caroline.carpenter@pathlightgroup.org**.

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THANK YOU FOR YOUR SUPPORT!

Please complete this form by **October 6, 2023**

To pay by check:

Mail or email the form to:

Pathlight Development Office
 11 Village Hill Road • Northampton, MA 01060
 caroline.carpenter@pathlightgroup.org
 (617) 207-6256 (voice) • (617) 233-9873 (text)



To pay online, visit:
pathlightgroup.org/ldsponsorship



SPONSORSHIP LEVEL

- \$10,000 Presenting (*exclusive*)
- \$7,500 Leading (*limited availability*)
- \$5,000 Sustaining
- \$2,500 Supporting
- \$1,000 Friends
- \$500 Associate



GENERAL INFORMATION

Company/Individual Name (name to read)

Address

City State Zip

Phone Fax

Email

Contact Name (If different from above)

PAYMENT INFORMATION

- Check enclosed made payable to Pathlight.
 Please include 2023 Let's Dance! in the memo line.

- Charge my credit card. Discover Amex MC Visa

Card #

Exp. Date CCS Phone

Name on Card

Billing Address

City State Zip

Signature

- Please send me an invoice.

AD DIMENSIONS

Size	Dimensions (width x height)
Full-page	7.5" w x 10" h
Half-page	7.5" w x 4.875" h
Quarter-page	3.625" w x 4.875" h

Please provide PDF files ONLY.