



DEDICATED TO OUR CLIENTS AND THE ENVIRONMENT

OUR IMPACT IN 2023

84,855

Number of people served

278,507

Pounds of food rescued

800+

Pounds of food grown in our community garden

181,000+

Pounds of food distributed by the BN Food Market helping 12,623 households since its opening in September 2023

\$20,582

Voucher assistance and free items

11,893

Hours volunteered

51.7T

Items recycled at the thrift shop

Sponsorship PROPOSAL

Prepared By:

Vickie Snyder
Executive Director

Sponsorship Deadline:

Monday, April 15, 2024

Project Name:

Fashion for a Cause Gala



Dear Values Business Community Members,

Basic Needs, Inc. is thrilled to share that our first-ever gala, "Fashion for a Cause - Making a Difference in the Lives of Others Through Food and Fashion," is just around the corner. Join us for fun entertainment, fundraising, and community bonding. Mark your calendars for Thursday, May 2, 2024, from 5 pm to 9 pm!

Invitation to Sponsor Our Fundraising Fashion Show

I'm excited to invite you to participate in our upcoming fundraising fashion show, where we will showcase the latest trends and styles from the Basic Needs Thrift Shop. As a sponsor, you can make a meaningful impact on individuals, couples, and families facing hardship. Your support provides barrier-free access to basic needs through our fresh and nutritious food market, affordable and high-quality thrift shop, and a borderless metro area social services referral network that serves 82 zip codes and only continues to grow.

Boost Your Brand's Exposure with Sponsorship

Partnering with our fashion show will give your brand a valuable exposure boost and an opportunity to connect with potential customers, all while having fun and giving back to your community. Our sponsorship packages are designed to meet your business needs, from featuring your logo on event materials to exclusive branding opportunities during the show.

Customized Sponsorship Opportunities Available - Secure Your Spot and Elevate Your Impact Today

We have enclosed a range of sponsorship packages to suit varying levels of support. However, we will also work with you to make a customized arrangement that matches your goals. To ensure adequate preparation time for the event, we ask that all donations be received by **Monday, April 15, 2024**. To make the process smooth and efficient, we are happy to coordinate the pick-up of any donations.

We Make it Easy, We'll Follow Up with You!

Within the next ten days, I, a board member, or a volunteer will follow up with you to answer any questions you may have or provide additional information about our organization and the impact of your support.

In the meantime, please do not hesitate to contact me if you have any questions or want to discuss this further. Your support and partnership with Basic Needs, Inc. will play a crucial role in helping us achieve our mission and make a lasting difference in the lives of those we serve.

THANK YOU...FOR BEING YOU

A community thrives when its members unite to support one another. By joining forces with Basic Needs, you can be an integral part of this collective effort to build a brighter future.

Thank you for being you. You are someone who cares and cares enough to take action and be committed to making a positive difference in our community.

Sincerely,

Vickie Snyder
Executive Director

Sponsorship Deadline
Monday, April 15, 2024

Count me in as a
sponsor today!

Complete the sponsorship form:
basicneedsmn.org/events/fashionshow

GOALS & OBJECTIVES

Proceeds will continue to fund and grow Basic Needs' (BN) community food programs, which currently serve 82 zip codes and are expanding!



01

Basis Needs Food Market

In September 2023, Basic Needs introduced a solution to tackle food insecurity – a walk-in, welcoming, dignity-based, and choice-focused food market! This innovative concept offers a delightful shopping experience with well-stocked grocery staples and a consistent supply of fresh fruits and vegetables. Moreover, it's designed to provide clients with anonymity and convenience, catering to those hesitant to seek help from the traditional hunger relief sector. This is not just a food pantry – it's an empowering experience transforming the fight against food insecurity!

2023 FOOD MARKET RESULTS

Month	Pounds of Food	Household Assisted
September	31,026	1,544
October	42,000	3,500
November	48,662	3,579
December	60,000	4,000

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02

Free Little Pantries

For those in urgent need of food assistance, BN proudly backs six 24/7 Free Little Pantry locations to support those in crisis."

03

Basic Needs Community Garden

Teaming up with Newport Collision Center, BN unveiled an exhilarating 100% organic community garden! It will provide fresh food to those in need and serve as an educational hub for natural pollinators, composting, and native plants. And that's not all – we're gearing up to expand this groundbreaking program to stock the Basic Needs Food Market to meet the ever-growing needs of our community! Get ready for a green revolution like never before!

Sponsorship Deadline

Monday, April 15, 2024



FASHION FOR A CAUSE GALA

MAKING A DIFFERENCE FOR OTHERS
THROUGH FOOD AND FASHION



THE DETAILS

When: Thursday, May 2, 2024

Time: 5 pm - 9 pm

Where: River Oak Event Center
11099 U.S. 61 Cottage Grove, MN

Tickets: \$100 per person

Attire: Smart Casual

Age Restriction: Adults Only

EVENT HIGHLIGHTS

- Indulge in a delicious dinner
- Enjoy the thrift fashions
- Bid on the beer and wine wall
- Peruse the bucket raffle opportunities, including tickets for sports, theater, getaways, and more
- Explore the Basic Needs pop-up thrift shop, featuring jewelry, wallets, accessories, handbags, hats, sports memorabilia, and a host of other items

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SPONSORSHIP OPPORTUNITIES

Premier Diamond Package (4 Available)

- Opening Remarks/Logo on Podium (first registration bonus)
- 30-second Video Spot during fashion show intermission
- Display name and logo on stage via projector before and during program intermission
- Verbal recognition during the live event
- Logo on the event registration page
- Recognition in Basic Needs Annual Report
- Display name and logo as a sponsor at Basic Needs Thrift Shop and offices, including on a donor wall
- Logo placement on the homepage of the Basic Needs website for one year
- Monthly promotion on social media
- Full-page color ad in the event program
- 10 VIP adult tickets to the show/dinner (Premium seating during the show)
- 5 tickets to the wine wall/can wall drawings

\$5,000

Platinum Sponsors (5 available)

- Display name and logo on stage via projector before and during program intermission
- Verbal recognition during the live event
- Logo on the event registration page
- Recognition in Basic Needs Annual Report
- Display name and logo as a sponsor at Basic Needs Thrift Shop and offices, including on a donor wall
- Logo placement on the homepage of the Basic Needs website for one year
- Monthly promotion on social media
- ¾ page color ad in the program book
- 6 VIP adult tickets to the show/dinner
- 4 tickets to the wine wall/can wall drawings

\$3,500

Sponsorship Deadline

Monday, April 15, 2024

SPONSORSHIP OPPORTUNITIES

Gold Sponsors (10 available)

- Display name and logo on stage via projector before and during program intermission
- Verbal recognition during the live event
- Logo on the event registration page
- Recognition in Basic Needs Annual Report
- Display name and logo as a sponsor at Basic Needs Thrift Shop and offices, including on a donor wall
- Logo placement on the homepage of the Basic Needs website for one year
- Monthly promotion on social media
- 1/2-page color ad in the program book
- 5 VIP adult tickets to the show/dinner
- 3 tickets to the wine wall/can wall drawings

\$1,000

Silver Sponsors (5 available)

- Display name and logo on stage via projector before and during program intermission
- Verbal recognition during the live event
- Logo on the event registration page
- Recognition in Basic Needs Annual Report
- Display name and logo as a sponsor at Basic Needs Thrift Shop and offices, including on a donor wall
- Monthly promotion on social media
- Logo placement on the homepage of the Basic Needs website for one year
- Quarter-page color ad in the event program
- 4 VIP adult tickets to the show/dinner
- 2 tickets to the wine wall/can wall drawings

\$500

Sponsorship Deadline

Monday, April 15, 2024

SPONSORSHIP OPPORTUNITIES

Bronze Sponsors (5 available)

- Display name and logo on stage via projector before and during program intermission
- Verbal recognition during the live event
- Logo in the event program
- Recognition in Basic Needs Annual Report
- Monthly promotion on social media
- 2 VIP adult tickets to the show/dinner

\$250

Specialty Sponsors

- Emcee Sponsor- \$1000
- Dessert Sponsor - \$1000
- Table Linens- \$500
- Registration Table \$500
- Pop-up Shop Sponsor \$250
- Fashion Show Sponsor \$1000
- Cash Bar Logo Sign Sponsor \$500
- Wine Wall Logo Sponsor \$500
- Raffle Table Logo Sponsor \$500
- Sponsor one ticket of \$100
 - Display name and logo on stage via projector before and during program intermission
 - Prominently display signage near the sponsored area

Range between \$500 - \$1,000

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