

SATURDAY • MARCH 25TH



5TH ANNUAL
Lunar Ball
~ 2017 ~

SPONSORSHIP



YOU ARE INVITED



The 5th Annual Lunar Ball, Chicago's largest fundraiser for Asian American young professionals and friends, will be held on Saturday, March 25th at the historic Wintrust Grand Banking Hall in the Loop. On behalf of the Lunar Ball Planning Committee, we invite you to support local charities by sponsoring Lunar Ball 2017.

More than 800 of Chicago's most accomplished and involved young professionals will fill the Wintrust Grand Banking Hall for an evening of fun, food, and networking. The event will be both fun and meaningful, featuring tastings from top restaurants, open bar, cultural performances, DJs, raffle, silent auction, as well as the opportunity to learn about the important work done by our charity beneficiaries.

We hope you can join us on March 25th!

LUNAR BALL 2017 ANTICIPATED HIGHLIGHTS



Lunar Ball is the largest Asian American fundraiser in the Chicagoland area

ATTENDEES

More than 800 attendees

COMMUNITY ENGAGEMENT

Over 30 Community Organizations collaborate to produce Lunar Ball

DIVERSE OUTREACH

Connect to over 10,000 diverse Chicagoland young professionals via email and social media

COMMUNITY IMPACT

With your support, we will raise more than \$50,000 for local charities



CONNECT WITH THE ASIAN AMERICAN COMMUNITY IN CHICAGO

Make your brand visible to a thriving community

Lunar Ball was founded in 2013 under the belief that a volunteer-run event could strengthen the community and create meaningful opportunities for service, cultural awareness, and leadership development.

Around 200 people from a handful of community organizations attended the inaugural Lunar Ball at the National Hellenic Museum. Over the past 4 years, Lunar Ball has grown tremendously and brought additional groups and communities together. At last year's Lunar Ball at the Chicago History Museum, over 700 attendees from 32 different organizations celebrated the holiday and raised funds and awareness of charities doing important work in the community.

This year's event at the Wintrust Grand Banking Hall will continue growing both attendee and organization participation as Lunar Ball becomes one of the premiere events for Chicago's Asian American and young professional communities.



A few of our Community Organizations





GIVING BACK TO THE COMMUNITY



Every year, 100% of the proceeds from Lunar Ball support different local Chicagoland charities doing critical, innovative work in areas such as youth, elderly, and refugee services, education, workforce development, arts and culture, and leadership development.

Your support helps provide essential social services and much needed resources for the Chicagoland community, while providing exposure of your brand to a broad audience of professionals.

We tell Lunar Ball attendees, alumni, and community organization members about your generous contribution and encourage them to support our sponsors.

Additionally, sponsors are highlighted before the event through email, websites, social media, and other channels and prominently displayed within program materials and signage throughout the event. We are committed to helping both our beneficiary charities and our sponsors achieve their goals and look forward to discussing ideas for partnership and collaboration.

SPONSORSHIP LEVELS

TITLE SPONSORSHIP (Limit 1): \$20,000

- Sponsor Name or Logo in Event Title
- Speaking Time on Stage
- Direct Message to All Current and Past Year Attendees
- Industry or Category Exclusivity
- Logo on Step & Repeat
- Name in Event Press Release
- Social Media Campaign: Facebook
- Sponsor Mention from Stage
- Sponsor Item Included in Event Gift Bag
- Reserved Premium Tables at Event
- Sponsor Logo on Event Night Jumbo Screen
- **Highest Visibility in Lunar Ball Program Booklet**
- **2 Full Page Premium Ads: Inside Front and Back Covers**
- Sponsor Logo in Event Invitation, Evite, & Poster
- Sponsor Logo on Stage Banner
- Sponsor Logo in Lunar Ball & Other eBlasts
- Sponsor Logo and Link on Event Website
- Sponsor Logo and Link on Ticket Registration Page
- **30 Lunar Ball VIP Tickets**
- **Additional Year-Round Marketing Opportunities**

PRESENTING SPONSORSHIP (Limit 2): \$10,000

- Sponsor Name or Logo on Lunar Ball VIP Reception Signage
- Speaking Time on Stage
- Direct Message to All Current and Past Year Attendees
- Industry or Category Exclusivity
- Logo on Step & Repeat
- Name in Event Press Release
- Social Media Campaign: Facebook
- Sponsor Mention from Stage
- Sponsor Item Included in Event Gift Bag
- Reserved Premium Tables at Event
- Sponsor Logo on Event Night Jumbo Screen
- **High Visibility in Lunar Ball Program Booklet**
- **2 Full Page Ads: 1 Premium and 1 Standard**
- Sponsor Logo in Event Invitation, Evite, & Poster
- Sponsor Logo on Stage Banner
- Sponsor Logo in Lunar Ball & Other eBlasts
- Sponsor Logo and Link on Event Website
- Sponsor Logo and Link on Ticket Registration Page
- **20 Lunar Ball VIP Tickets**
- **Additional Year-Round Marketing Opportunities**



JADE SPONSORSHIP: \$5,000

- **Industry or Category Exclusivity**
- **Logo on Step & Repeat at Event**
- Name in Event Press Release
- Social Media Campaign: Facebook
- Sponsor Mention from Stage
- Sponsor Item Included in Event Gift Bag
- Reserved Tables at Event
- Sponsor Logo on Event Night Jumbo Screen
- Full Page Premium Ad in Lunar Ball Program Booklet
- Sponsor Logo in Event Invitation, Evite, & Poster
- Sponsor Logo on Stage Banner
- Sponsor Logo in Lunar Ball & Other eBlasts
- Sponsor Logo and Link on Event Website
- Sponsor Logo and Link on Ticket Registration Page
- **12 Lunar Ball VIP Tickets**

GOLD SPONSORSHIP: \$1,250

- **Sponsor Item Included in Event Gift Bag**
- **Reserved Table at Event**
- Sponsor Logo on Event Night Jumbo Screen
- **Full Page Ad in Lunar Ball Program Booklet**
- Sponsor Logo in Event Invitation, Evite, & Poster
- Sponsor Logo on Stage Banner
- Sponsor Logo in Lunar Ball & Other eBlasts
- Sponsor Logo and Link on Event Website
- Sponsor Logo and Link on Ticket Registration Page
- **4 Lunar Ball VIP Tickets**

SILVER SPONSORSHIP: \$600

- **Sponsor Logo on Event Night Jumbo Screen**
- **Half Page Ad in Lunar Ball Program Booklet**
- Sponsor Logo in Event Invitation, Evite, & Poster
- Sponsor Logo on Stage Banner
- Sponsor Logo in Lunar Ball & Other eBlasts
- Sponsor Logo and Link on Event Website
- Sponsor Logo and Link on Ticket Registration Page
- **2 Lunar Ball VIP Tickets**

PLATINUM SPONSORSHIP: \$2,500

- **Name in Event Press Release**
- **Social Media Campaign: Facebook**
- **Sponsor Mention from Stage**
- Sponsor Item Included in Event Gift Bag
- **Reserved Tables at Event**
- Sponsor Logo on Event Night Jumbo Screen
- Full Page Ad in Lunar Ball Program Booklet
- Sponsor Logo in Event Invitation, Evite, & Poster
- Sponsor Logo on Stage Banner
- Sponsor Logo in Lunar Ball & Other eBlasts
- Sponsor Logo and Link on Event Website
- Sponsor Logo and Link on Ticket Registration Page
- **8 Lunar Ball VIP Tickets**



SPONSORSHIP MATRIX

	TITLE	PRESENTING	JADE	PLATINUM	GOLD	SILVER
SPONSORSHIP BENEFITS	\$20,000	\$10,000	\$5,000	\$2,500	\$1,250	\$600
Name or Logo in Event Title	✓					
Name or Logo on VIP Reception Signage	✓	✓				
Speaking Time on Stage	✓	✓				
Direct Message to All Current & Past Year Attendees	✓	✓				
Industry or Category Exclusivity	✓	✓	✓			
Logo on Step & Repeat	✓	✓	✓			
Name in Event Press Release	✓	✓	✓	✓		
Social Media Campaign: Facebook	✓	✓	✓	✓		
Sponsor Mention from Stage	✓	✓	✓	✓		
Sponsor Item Included in Gift Bag	✓	✓	✓	✓	✓	
Reserved Tables at Event	✓	✓	✓	✓	✓	
Sponsor Logo on Event Night Jumbo Screen	✓	✓	✓	✓	✓	✓
Ad in Lunar Ball Program Booklet	2 premium	1 premium 1 full page	full page	full page	full page	half page
Sponsor Logo in Event Invitation, Evite, & Poster	✓	✓	✓	✓	✓	✓
Sponsor Logo on Stage Banner	✓	✓	✓	✓	✓	✓
Sponsor Logo in Lunar Ball & Other eBlasts	✓	✓	✓	✓	✓	✓
Sponsor Logo & Link on Event Website	✓	✓	✓	✓	✓	✓
Sponsor Logo & Link on Ticket Registration Page	✓	✓	✓	✓	✓	✓
Lunar Ball VIP Tickets	30	20	12	8	4	2



SPONSORSHIP FORM

THANK YOU FOR YOUR GENEROUS DONATION TO LUNAR BALL.

I WOULD LIKE TO BECOME A SPONSOR AT THE FOLLOWING LEVEL:

Title \$20,000 Presenting \$10,000 Jade \$5,000 Platinum \$2,500 Gold \$1,250 Silver \$600 Other

CONTACT

Sponsor Name

.....

Address

.....

City, State Zip

.....

Contact Name

.....

Phone

.....

Email

.....

Facebook Page

.....

Website

.....

AUTHORIZATION

I am authorized to act on behalf of, and by signing below, agree to this sponsorship of Lunar Ball.

Signature

.....

Printed Name

.....

Title

.....

Date

.....

SUBMISSION

To guarantee full inclusion in marketing and PR materials, please send your completed Sponsorship form and logo to your Lunar Ball contact or sponsorship@lunarball.org by **February 24, 2017**.

Your contribution is tax-deductible to the full extent provided by law.

5TH ANNUAL
Lunar Ball
~2017~

SATURDAY, MARCH 25TH
WINTRUST GRAND BANKING HALL
CHICAGO, IL