



Kelly Brush  
Foundation

# A Night to Inspire: New York City

Sponsorship  
Proposal 2023



## Who We Are

**Our mission is to inspire and empower people with spinal cord injuries (SCI) to lead active and engaged lives.**





# Our Impact

Each year, approximately **17,500** people in the U.S. suffer a spinal cord injury. People with SCIs face significant barriers to being active: **physical, financial, and emotional.**

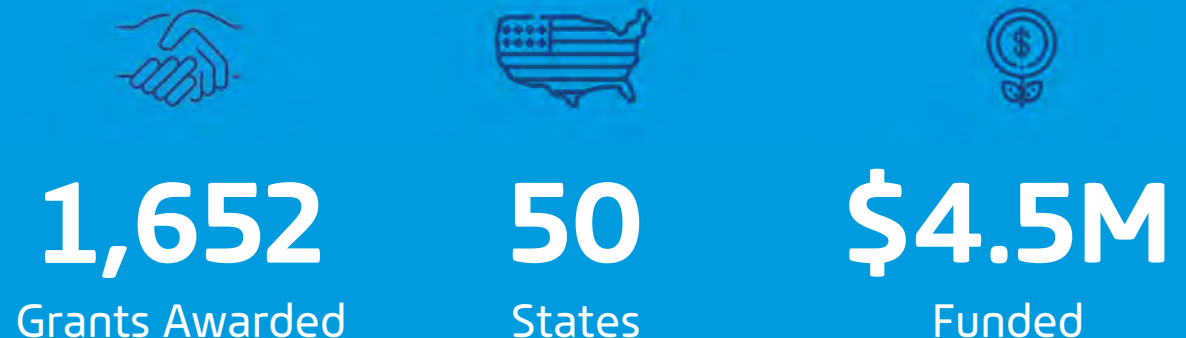
The Kelly Brush Foundation changes lives by:

- Enabling independence through grants for prohibitively expensive adaptive sports equipment
- Hosting camps to foster community and providing experiences in adaptive sports
- Empowering connections through The Active Project, an online digital platform to share knowledge and resources

## Average Adaptive Equipment Prices



## Our Mission in Action



# A Night to Inspire: NYC

Join the Kelly Brush Foundation for *A Night to Inspire* - our fresh, fun take on a classic cocktail fundraiser.

## Experiences

Interact with and learn about adaptive sports equipment used by athletes around the country.

## Impact

Hear from Kelly and KBF grantees about the impact of adaptive sports on their lives and the benefits of KBF's new and innovative programming.

## Fun

Celebrate active lifestyles with great drinks, delicious food, and live entertainment!

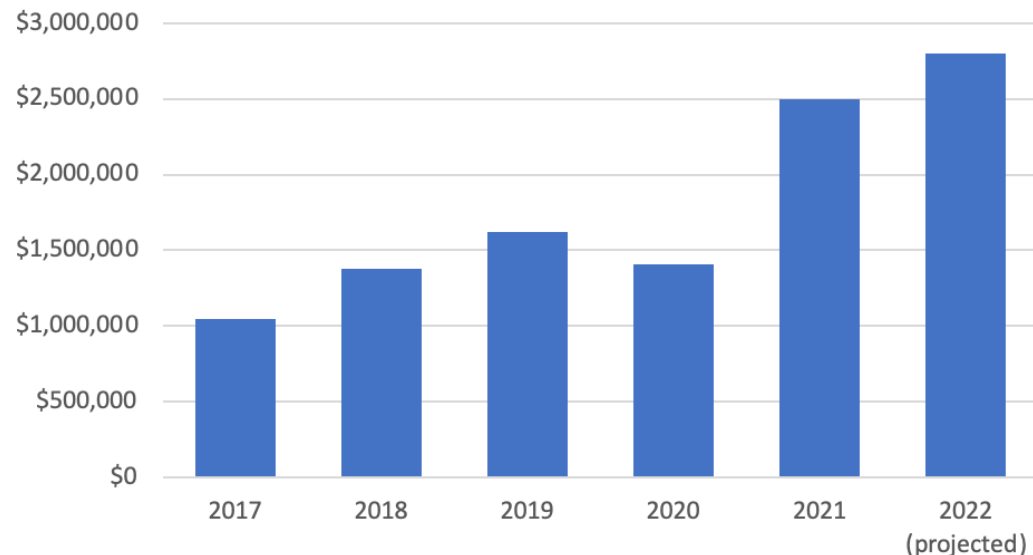


# Join Us on the Road to Transformational Growth

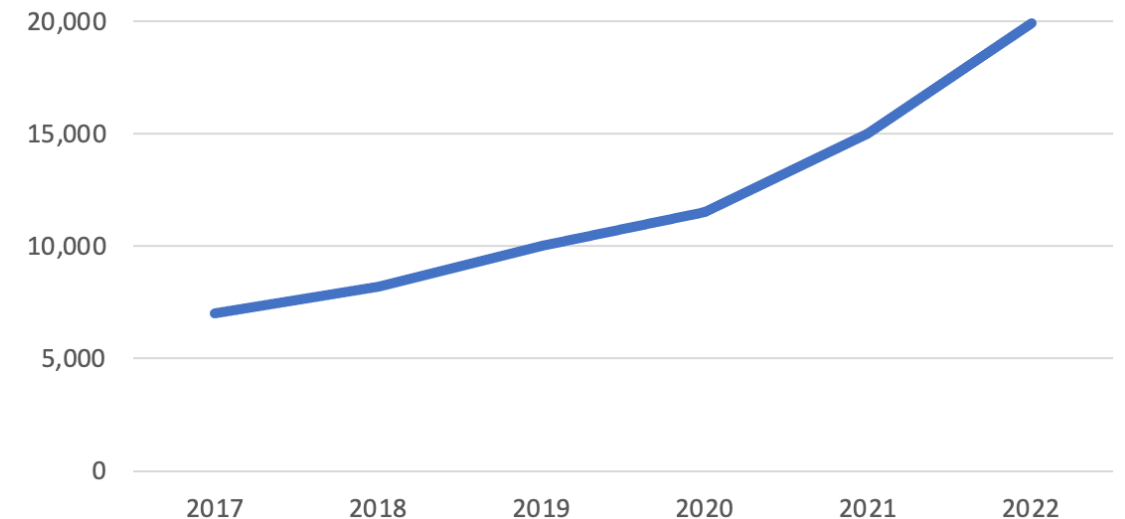
Since its founding in 2006, the Kelly Brush Foundation's rapidly growing base of supporters has raised over \$8.9M in support of active lifestyles for all.

Join us as a sponsor in 2023 to expand our impact and help people with paralysis access the mental, physical and social benefits of an active life.

## Recent Kelly Brush Foundation Revenue Growth



## Recent Kelly Brush Foundation Audience Growth





# Our Unique Value: Our Community

- The opportunity to show your support for the KBF and network with **250+** donors in attendance
- Audience reach
  - **19,900** engaged email subscribers
  - **12,000** combined followers on Facebook and Instagram
- Over **5,500** organizational donors in 2022
- Our dedicated supporters are outdoor enthusiasts, avid **skiers, cyclists, athletes,** and **corporate** and **community leaders**
- Network of engaged grantees across all **50** states



# Presenting Sponsor | \$25,000

## Activation Benefits

- Event naming rights:
  - A Night to Inspire *presented by “your company”*
- Opportunity for (1) representative to serve on Kelly Brush Foundation Grants Review Committee
- Opportunity for Kelly Brush to present a keynote on resilience, grit, and determination to your selected audience
- Prominent logo placement on events signage/displays

## Marketing Benefits

- Prominent recognition at A Night to Inspire: New York City
- Prominent logo placement on event collateral, including invitations and thank you messages
- Designated social media posts (*12,000 combined followers*)
- (10) guest tickets to A Night to Inspire: New York City
- 90-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: New York City name and logo in any advertising, public relations, or social media outreach (subject to KBF approval)
- Prominent logo placement on the event website





# Signature Sponsor | \$15,000

## Activation Benefits

- Exclusive on-site activation opportunity to be collaborated on
- Opportunity for Kelly Brush to present a keynote on resilience, grit, and determination to your selected audience
- Prominent logo placement on events signage/displays

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- Designated social media post (*12,000 combined followers*)
- (8) guest tickets to A Night to Inspire: New York City
- 60-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: New York City name and logo in any advertising, public relations, or social media outreach (subject to KBF approval)
- Logo placement on the event website





# Freedom Sponsor | \$10,000

## Activation Benefits

- Exclusive on-site activation opportunity to be collaborated on
- Prominent logo placement on events signage/displays

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (6) guest tickets to A Night to Inspire: New York City
- 30-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: New York City name and logo in any advertising, public relations, or social media outreach (subject to KBF approval)
- Logo placement on the event website



# Event Sponsor | \$5,000

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (4) guest tickets to A Night to Inspire: New York City
- 30-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: New York City name and logo in any advertising, public relations or social media outreach (subject to KBF approval)
- Logo placement on event website
- Logo placement on events signage/displays





# Grant Sponsor | \$2,500

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (2) guest tickets to A Night to Inspire: New York City
- Logo placement on event website
- Logo placement on events signage/displays



# Contact Info

## SPONSORSHIP CONTACT

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**The deadline for logo placement on all marketing materials is February 28, 2023**





# Additional Information & Media

- Learn more about the impact of your support at the [Kelly Brush Foundation website](#).
- Review our [annual reports](#), read [Kelly's monthly blog](#), and [meet our grantees](#).
- Join us on social media:

