



CORRAL *Grow and Bloom Gala* Event Sponsorship Levels & Benefits



EVENT STATS



Date:
**May 20,
2022**



Fundraising
goal: **\$200K**



Budget:
\$40K



Location:
Kildaire
Farm
Campus



250
In-Person
attendees



300
Virtual
attendees



6,673 social
media
followers



3,500 email
subscribers



2,000
monthly
visitors



6 million
unique visitors
per month
(WRAL partnership)

MARKETING STATS

PREVIOUS SPONSORS



Event Sponsorship

SEED
(\$1,000)

GERMINATE
(\$2,500)

BLOSSOM
(\$5,000)

PRE-EVENT RECOGNITION			
Social media	Logo Feature	Social Media Promotion	Standalone Post on Social Media
Event page	Listing	Feature	Feature as Presenting Sponsor
Listing on digital and print collateral	•	•	Presenting Sponsor
Mention in press release as featured sponsor			•
Mention in newsletter	•	Promotion	Promotion
Run-of-site co-branded impressions on WRAL.com		75,000	100,000
Pre-roll/livestream news video ads		7,500	15,000
Run-of-site banner impressions on WRAL.com		35,000	50,000
DURING EVENT RECOGNITION			
Program inclusion	•	•	•
Event signage	•	•	•
Stage Banner		•	•
Branding in gift bag	•	•	•
Recognition during CORRAL keynote	•	•	Video Spotlight
Seats at the Gala		2	4
POST-EVENT RECOGNITION			
Post-event communications	•	•	•
Feature in thank you letters to donors	•	•	•
Mention in CORRAL's 21-22 Annual Report	•	•	•
Permanent listing on CORRAL's website		•	•
Thank you plaque			•

