



New Orleans Sponsor Packet 2020

You Night
Saturday, July 25th

You Night helps women
embrace life beyond cancer.



Purple Reign
LET  REIGN

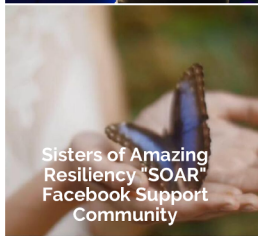
A YOU NIGHT ROYAL CELEBRATION

SPONSORSHIP CONTACT:

Tara Huguet 877-591-5936 x3 tara@younightevents.com



Runway Empowerment Program



Sisters of Amazing Resiliency "SOAR" Facebook Support Community



ScART: Scar Art Painting Program



Annual 3 day / 2 night Women's Retreat



A sisterhood of support



Monthly Socials

- Our signature program: **You Night Runway Training Empowerment Program.** 14 empowering group training activities spread out over a 6 month period, celebrated at the end of the empowerment training with our Runway Show and Celebration.
- **SOAR "Sisters of Amazing Resiliency"** Facebook Support Community.
- **ScART: Scar Art Painting Program.** Paint your scars on canvas. Change the way you perceive them.
- **Annual Women's Retreat:** 3 days/ 2 nights with incredible speakers and uplifting content.
- **Monthly Meet Ups:**
 - **"Pillar Group"** Meetings in New Orleans and St Tammany to help you stay connected and supported
 - **"You Night Out" Monthly Socials,** held at various locations in New Orleans and St. Tammany to further cultivate friendships and support
 - **"Singles of the Sisterhood"** -- a program for our singles
 - **"Knights"** -- a program for male care-givers so that they have support and resources
- **Love Always, Mom -- a program to help children** ages 5 - 18 who have parents who have cancer.

YOU NIGHT HELPS WOMEN EMBRACE LIFE BEYOND CANCER

You Night Sisterhood



You Night is a sisterhood of support, designed around empowering group experiences that are alternatives to traditional cancer survivor support groups. A variety of programs are offered to ladies age 18 or older, who desire a sisterhood of support. We provide inspiring and loving experiences, offering tools to help women live their best lives so they can find purpose and passion after a cancer diagnosis. Women will be surrounded by other women who "get it"

Why purple? Purple is the color of all cancers. We open our program to any woman age 18 or older who is currently battling or has battled cancer.

To learn more about our programs, or to inquire about our next get-together, please contact our Outreach Team at 877-591-5936 x2 or visit our website: www.younightevents.com



YOU NIGHT IS A SISTERHOOD OF SUPPORT

You Night year-round programs are open to any women who have been diagnosed with cancer. We provide group experiences that are alternatives to traditional cancer survivor support groups -- designed to help women live their best lives after a cancer diagnosis.

**STUDIES SHOW:
"WOMEN WHO ARE
INVOLVED IN
SOCIALLY ACTIVE
SUPPORT GROUPS
HAVE BETTER
HEALTH OUTCOMES"**

Our sisterhood is comprised of women who are currently in treatment or have beat any type of cancer.

You don't have to feel alone in this battle! We can get through this together!



You Night
Empowering Events

You Night's programs are made possible through sponsor support and donations to our public charity, the "We Lift You Up" Fund EIN 82-4444545

www.younightevents.com 877-591-5936 x2

How are donations being used?

100 percent of donations go directly toward year-round programs benefiting survivors who live in the St. Tammany Parish and New Orleans. All donations stay local, and because of the unique six month curriculum that we offer, sponsors get to see the outcome of their donations immediately. You Night currently is able to gift the You Night experience to 50 ladies from New Orleans and St. Tammany each year. The gift value per participant is \$7,000 for the six months that they are in training with us. Included in this gift is our proprietary empowerment runway training, professional video and photo shoots, group activities and life coaching. Models leave the program with a new sense of passion and purpose, which then transcends to their communities, families and health facilities.

Sponsors are given a choice to donate to either our "We Lift You Up" fund (a 501c3 fund) or to You Night Events, LLC. In either case, donations go directly to the program. We offer both options because some of our sponsors require donations to go to a 501c3 fund (such as foundations and grants); others prefer to get marketing benefits and tickets, and want to write 100 percent of the donation off as a marketing expense.

Our fundraising goal per class is \$150,000. In return, our sponsors receive a comprehensive list of marketing opportunities and VIP tickets to our Runway Show and Celebration (the graduation ceremony for the class).

WE LIFT YOU UP FUND EIN 82-4444545



Testimonial from a participant

I was skeptical. I thought, "How is dressing up in fancy clothes, and practicing walking and making silly videos going to help ME?"

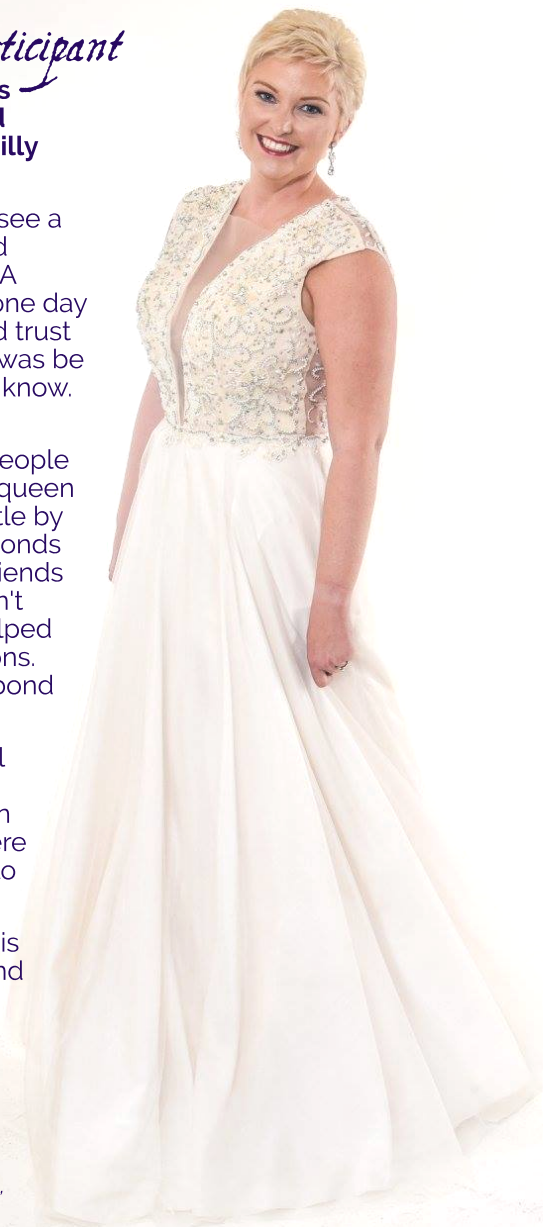
I was so miserable that I couldn't see a possible way to feel better. I hated myself and everyone around me. A member of You Night called me one day and asked me to just show up and trust her. The last thing I wanted to do was be around a bunch of people I didn't know.

It took me several meetings and practices to start to trust. A few people attempted to break down my ice queen wall and for that I am thankful. Little by little I could feel myself forming bonds with the other ladies. These are friends I would have never met if I wouldn't have had cancer. These ladies helped me see the positive of our situations. I will forever more have a lasting bond with them.

Lately, I have been told by several friends and co-workers that they can see a change in me. They can see a sparkle that hasn't been there in a while. I have to attribute that to my You Night sisters.

I was wrong about not needing this organization. I needed to be around people that just "got it."

Watching everyone be sassy and confident has done wonders for my aching soul. So thank you, You Night, for calling me just one more time. I needed this more than I knew. *Angela Palmisano, You Night St. Tammany Class of 2017*



Empower One. Impact Many.



Title Sponsor

\$25,000

- **Name on Marquee on Canal Street at Event (will be displayed Friday, July 24th and Saturday, July 25th)**
- **Logo on Cover of Runway Program**
- **On Stage Speaking / Guest Welcome (3 - 4 minutes) at Event**
- Up to 4 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- YOUR PREFERRED CHOICE OF FOUR APPLICANTS
- 16 VIP EXPERIENCE TICKETS, WITH FRONT ROW LUXURY COUCH SEATING
- Your organization's name in lights at event
- Name on photo booth (will show up in all guest photo booth photos)
- Recognition in You Night publicity
- Full Page Ad in Runway Program (Premium ad placement)
- Full Page Welcome Letter in Runway Program
- Two tickets to "Battle of the Models" Saturday, April 6th (Patron Party and Launch Party for the 2020 season. The models from the St Tammany and New Orleans class of 2020 will be introduced).
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

FOLLOW US: Instagram: @younight_runway
Facebook: @YouNightEvents www.younightevents.com

Hospital Sponsor

\$25,000



- **Name on Marquee on Canal Street at Event (will be displayed Friday, July 24th and Saturday, July 25th)**
- **Logo on Cover of Runway Program**
- **On Stage Speaking / Guest Welcome (3 - 4 minutes) at Event**
- Up to 4 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- YOUR PREFERRED CHOICE OF FOUR APPLICANTS
- 16 VIP EXPERIENCE TICKETS, WITH FRONT ROW LUXURY COUCH SEATING
- Your organization's name in lights at event
- Name on photo booth (will show up in all guest photo booth photos)
- Recognition in You Night publicity
- Full Page Ad in Runway Program (Premium ad placement)
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- Two tickets to "Battle of the Models" Saturday, April 6th (Patron Party and Launch Party for the 2020 season. The models from the St Tammany and New Orleans class of 2020 will be introduced).
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
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Questions? Call Tara Huguet 877-591-5936 x3
tara@younightevents.com



Presenting Sponsor

\$15,000

- **On Stage Speaking / Guest Welcome (3 - 5 minutes) at Event**
- Up to 3 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- YOUR PREFERRED CHOICE OF THREE APPLICANTS
- 12 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Full Page Welcome Letter in Runway Program
- Speaking opportunity at our summer retreat at the Solomon Episcopal Center, June 13-15th
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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Royal Carriage

(Official Car Sponsor)
\$7,500



- **CAR AT EVENT in premium location**
- Up to 2 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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tara@younightevents.com



VIP EXPERIENCE
Lounge Sponsor
\$7,500

- **NAME SPONSORSHIP of VIP LOUNGE**
- Up to 2 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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Runway Stage Sponsor

\$7,500



- **NAME PROMINENT NEAR RUNWAY STAGE**
- **NAME PROMINENT ON VIP GUEST MENUS**
- Up to 2 participants representing you on stage (if referred to program by December 31 st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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tara@younightevents.com



Royal Ball After Party Sponsor \$7,500

- **NAME PROMINENT IN AFTER PARTY AREA**
- **BAND or DJ MENTION DURING PARTY**
- Up to 2 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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ScART "Scar Art"

*Display
Sponsor*

\$7,500



- **NAME PROMINENT AT ScART DISPLAY AREA**
- **NAME PROMINENT DURING PAINTING EVENT**
- Up to 2 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

Questions? Call Tara Huguet 877-591-5936 x3
tara@younightevents.com



Music Video Sponsor \$7,500

- **NAME PROMINENT DURING DEBUT OF MUSIC VIDEO**
- **NAME ATTACHED TO VIDEO FOR SOCIAL MEDIA PURPOSES**
- **YOUR ATTENDANCE / WELCOME MESSAGE TO GUESTS AT VIDEO VIEWING PARTY**
- Up to 2 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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Guest Arrival Experience Sponsor **\$7,500**



- **NAME PROMINENT AT GUEST ENTRANCE**
- **NAME PROMINENT AT CHAMPAGNE GREETING**
- Up to 2 participants representing you on stage (if referred to program by December 31st)
- SEAT ON BOARD OF ADVISORS
- 10 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION LUXURY COUCH SEATING
- Your organization's name in lights at event
- Recognition in You Night publicity
- Full Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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Knights of the Round Table

**Empowerment
Partners
\$5,000**

- **COMPANY LOGO AT MAIN ENTRANCE TO RUNWAY AREA PLUS YOUR LOGO ON FOUR MIRRORS IN THE LADIES AND MEN RESTROOMS**
- Up to 1 participants representing you on stage (if referred to program by December 31st)
- 8 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION IN VIP BALCONY / PRIVATE BOX SEATING
- 1/2 Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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Facebook: @YouNightEvents www.younightevents.com**



Dukes & Duchesses

**Loyalty
Partners
\$3,000**

- **6 VIP EXPERIENCE TICKETS, WITH PREMIUM LOCATION IN VIP BALCONY / PRIVATE BOX SEATING**
- 1/4 Page Ad in Runway Program
- Social Media Shout Outs and Tags
- Logo in sponsor reel (that will continually loop throughout the show)
- Premium Signage at Event
- Lifetime name listing on You Night's website

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tara@younightevents.com**

Lords & Ladies

\$275

Individual Ticket

Premium Seating
at the Event

Access into the
VIP Experience
Lounge, with full
hosted bar

Cocktail service at
your seat during
the runway show.



\$1,650

Party of Six

Cocktail Table for Six in the VIP
Experience Section

Access into the VIP Experience
Lounge, with full hosted bar

Cocktail service at your seat during
the runway show.

Note: These are non-marketing ticket options. However, if you would like to purchase an ad for the runway program, please inquire. Deadline is July 1st.

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RUNWAY PROGRAM ADVERTISING

If you would like to upgrade the ad size included with your sponsorship...here are the options:

If you have a 1/4 page ad	Cost to upgrade to 1/2 page ad: \$125	Cost to upgrade to a full page ad: \$375
If you have a 1/2 page ad	Cost to upgrade to a full page ad: \$250	Cost to upgrade to a two-page spread: \$750
If you have a full page ad	Cost to upgrade to two-page spread: \$500	



FULL PAGE ADS:

**Artwork size:
8.25" x 10.75"**

(add .25" if you want art to be full bleed. *Be sure text does not get close to edge*)

1/2 PAGE ADS horizontal:

**Artwork size:
4.125" x 10.75"**

1/2 PAGE
ADS vertical:

**Artwork
size:
10.75 x
4.125"**

TWO-PAGE SPREAD
Bleed

**Artwork size: 16.50" x 10.75"
plus .25" bleed. *Be sure text
does not get close to edge.***

1/4 PAGE

**Artwork size:
4.125" x 5.375"**

**Questions? Call Tara Huguet 877-591-5936 x3
tara@younightevents.com**

2020 SCHEDULE

Annual Retreat

January 31 - February 2nd

Battle of the Models

Saturday, March 28th

You Night New Orleans

Saturday, July 25th

You Night St Tammany

Thursday, October 22nd

www.younightevents.com

Sponsorship Inquiries: 877-591-5936 x3



YOU NIGHT NOLA 2020 VIP EXPERIENCE MARKETING PACKAGES

AT EVENT BENEFITS ↓	<u>\$25,000</u> TITLE SPONSOR & HOSPITAL SPONSOR	<u>\$15,000</u> PRESENTING SPONSOR	<u>\$7,500</u> PREMIUM: VIP LOUNGE RUNWAY STAGE AFTER-PARTY GUEST ARRIVAL ScART DISPLAY MUSIC VIDEO OFFICIAL CAR	<u>\$5,000</u> EMPOWERMENT PARTNERS	<u>\$3,000</u> EMPOWERMENT PARTNERS
# of VIP Guest Tickets	16	12	10	8	6
# of participants (models) you can refer for priority consideration	4	3	2	1	
Speaking part in show	✓	✓			
Name on Marquis (Canal Street)	✓	✓			
Logo (Gobo light) at event	✓	✓	✓		
Logo on back of guest badges	✓	✓			
Logo on Photo Booth	✓	✓			
Logo on Runway Program Cover	✓	✓			
Runway Program Ad	FULL PAGE AD	FULL PAGE AD	FULL PAGE AD	1/2 PAGE AD	1/4 PAGE AD
Runway Program Welcome Letter	FULL PAGE LETTER	FULL PAGE LETTER			
Social Media Posts	✓	✓	✓	✓	✓
Logo on looping video reel at event	✓	✓	✓	✓	✓
Custom Signage at Table	✓	✓	✓	✓	✓
Logo on All Sponsor Logo Wall - Main Entrance of Event	✓	✓	✓	✓	✓
\$7.5k and \$5k custom activation (see list)			✓	✓	
Name listing in Runway Program	✓	✓	✓	✓	✓
Name listing on Website	✓	✓	✓	✓	✓

VIP EXPERIENCE (name listing only / non-marketing experiences)[illegible]

PLEASE INQUIRE to see if your desired sponsor level is still available.



For sponsorship questions, please contact
Tara Huguat at 877-591-5936 x3 or write to
tara@younightevents.com

2020 NEW ORLEANS PARTNER SPONSORSHIP AGREEMENT

CONTACT INFO			
FIRST NAME		LAST NAME	
COMPANY		PHONE	
EMAIL		COUCH OR TABLE #	

MARKETING PACKAGE SPONSORSHIPS:	SELECT OPTION	TOTAL
\$25,000 SPONSORSHIP 16 Guests	____ TITLE SPONSOR _____HOSPITAL SPONSOR	\$
\$15,000 SPONSORSHIP 12 Guests	____ PRESENTING SPONSOR	\$
\$7,500 SPONSORSHIP 10 Guests	____VIP LOUNGE _____OFFICIAL CAR _____ RUNWAY STAGE ____ DANCE PARTY _____VIDEO _____ ScART DISPLAY ____ GUEST ARRIVAL EXPERIENCE	\$
\$5,000 EMPOWERMENT PARTNER 8 Guests		\$
\$3,000 LOYALTY PARTNER 6 Guests		\$
NON MARKETING PACKAGES		
\$1,650 Cocktail Table 6 VIP Experience Guests		\$
\$275 Individual VIP Experience Ticket 1 Guest	Specify desired quantity: _____ x \$275 =	\$
	TOTAL SPONSORSHIP	\$
	(less deposit paid, is applicable)	()
	REMAINING BALANCE DUE BY JULY 1st	\$

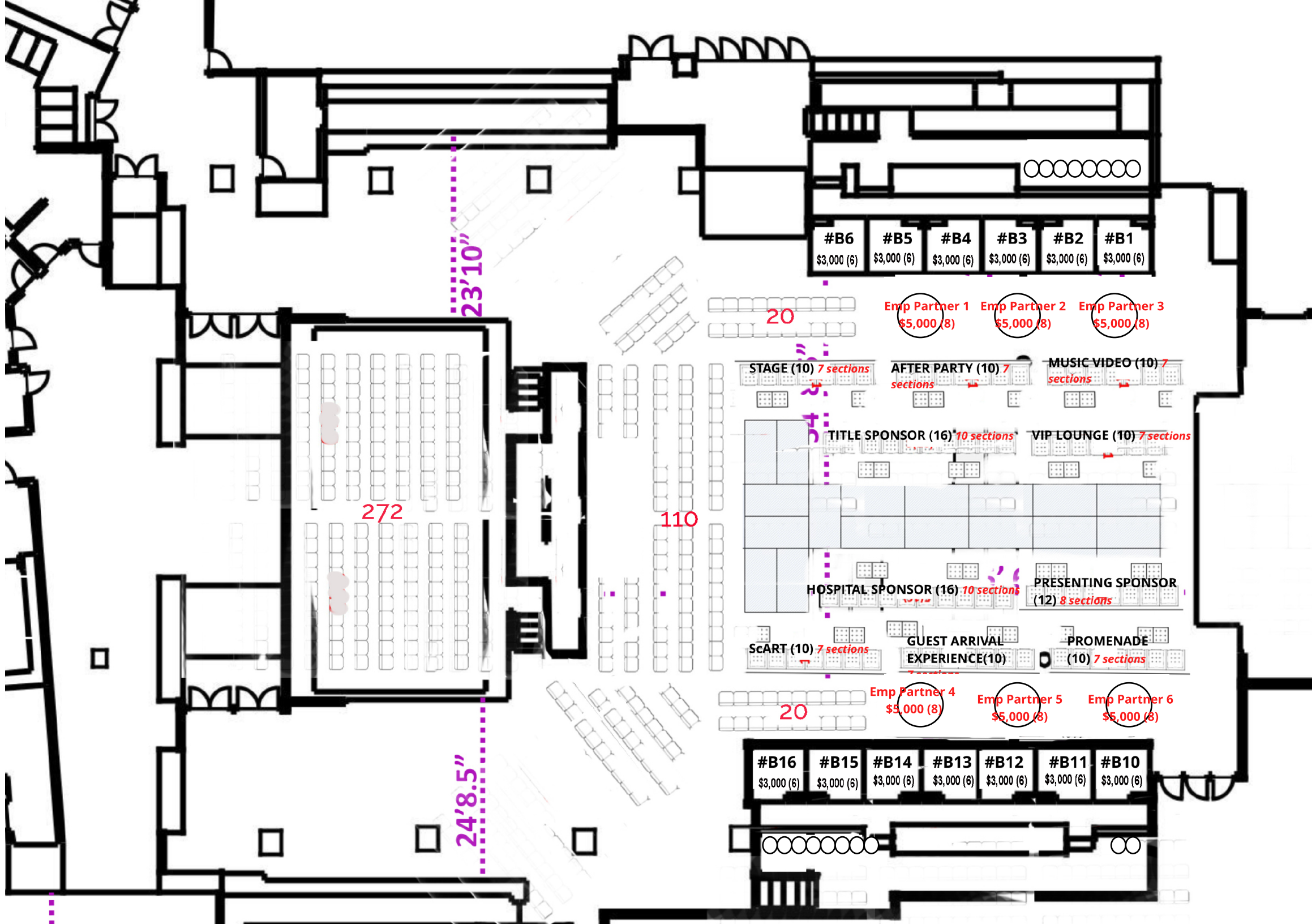
Select the following:

____ Sponsorship is being used for marketing purposes, in which a variety of marketing benefits will be received (based on the sponsorship level), as well as the specified number of tickets to the event. (If this option is selected, checks should be written to "You Night Events, LLC").

____ Sponsorship is being used as a charitable contribution to You Night's 501c3, in which no marketing benefits will be received -- only tickets to the event. In this case, a \$35 value per ticket will be deducted from the total amount of your contribution for write-off purposes (If this option is selected, checks should be written to our fund manager, the "We Lift You Up Fund" EIN 82-4444545). Detailed instructions will be included on your invoice. If you have questions about the above, contact TARA HUGUET AT OUR ADMINISTRATIVE OFFICES at 877-591-5936 x3 or write to tara@younightevents.com

COMPLETE THIS FORM AND MAIL WITH CHECK (see choices in paragraphs above).
MAILING ADDRESS: YOU NIGHT EVENTS, LLC P. O. BOX 2134 MANDEVILLE, LA 70470

SIGNATURE _____ DATE: _____



23'10"

272

110

20

24'8.5"

20

#B6 \$3,000 (6) #B5 \$3,000 (6) #B4 \$3,000 (6) #B3 \$3,000 (6) #B2 \$3,000 (6) #B1 \$3,000 (6)

Emp Partner 1 \$5,000 (8) Emp Partner 2 \$5,000 (8) Emp Partner 3 \$5,000 (8)

STAGE (10) 7 sections AFTER PARTY (10) 7 sections MUSIC VIDEO (10) 7 sections
TITLE SPONSOR (16) 10 sections VIP LOUNGE (10) 7 sections
HOSPITAL SPONSOR (16) 10 sections PRESENTING SPONSOR (12) 8 sections
SCART (10) 7 sections GUEST ARRIVAL EXPERIENCE (10) 7 sections PROMENADE (10) 7 sections

#B16 \$3,000 (6) #B15 \$3,000 (6) #B14 \$3,000 (6) #B13 \$3,000 (6) #B12 \$3,000 (6) #B11 \$3,000 (6) #B10 \$3,000 (6)

Emp Partner 4 \$5,000 (8) Emp Partner 5 \$5,000 (8) Emp Partner 6 \$5,000 (8)