



*Westfield Mayor's*  
**YELLOW TIE**  
*Gala*

**Ten Hours.  
One Community.**

**2020 SPONSORSHIP INFORMATION**



June 2020

Dear Westfield Community Business Leader –

Change of plans. Perhaps truer words have never been spoken as of late.

Like your business, the Westfield Youth Assistance Program (WYAP) Board of Directors has also had to shift its thinking, strategy, and resources so that we could better serve our youth and their families during the national pandemic. Perhaps our most significant shift has come in how we plan to fundraise for the foreseeable future.

Each year, WYAP, together with businesses and residents, raises more than \$200,000 to provide preventative services to youth living right here in Westfield. They are identified as “at-risk” for future challenges in life. For ten years, WYAP has had a profound impact and become a beacon of light for the Westfield community. Our success has led to the establishment of youth assistance programs in five additional Hamilton County communities and is now being implemented across the State of Indiana.

This year, within just a matter of days, the events we had planned for 2020, including the Mayor’s Yellow Tie Gala, to raise the dollars needed to support WYAP had to be postponed.

I recognize that in some way, shape, or form, all of us find ourselves facing a similar question – how do we move forward? We, too, grappled with this question, but we knew that ten years of grit, sweat, and tears were not going to be lost overnight. We would regroup and push forward.

That is why I am reaching out to you. Please take a few moments to review this packet. It would mean the world to us to have your support for the Westfield Mayor’s Yellow Tie Gala **Virtual** fundraising event now planned for October 1, 2020.

I think we have come up with opportunities for just about everyone in the community to support us in some way. With your support, we will be able to continue to offer the critical programs the youth of our community need at perhaps one of the most quintessential moments of their life.

As a Westfield resident, fellow Rock, and someone who believes deeply in the good we do for the children and youth we serve... I ask that you give this sponsorship packet your strongest consideration and that you give your support to this year’s Virtual Gala and the Westfield Youth Assistance Program.

Respectfully,

Janelle Campbell

Chairperson, Westfield Youth Assistance Program

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## EVENT DETAILS

Date of Virtual Event: Thursday, October 1, 2020  
Website: [www.westfielddyellowtiegala.com](http://www.westfielddyellowtiegala.com)  
Organized By: Westfield Youth Assistance Program  
501(c)3 non-profit Charity

## VIRTUAL FUNDRAISING EVENT

Due to the Coronavirus, this year's Gala will be a virtual fundraising event on Thursday, October 1, 2020. The organizing Committee has plans to raise more than half of our \$100,000 goal before the day event from a city-wide resident mailing, key city leaders, and corporate sponsors. While there will not be an in-person Gala this year, there will be a ten-hour push on October 1 through social media and live broadcasts to raise funds needed to meet our goal. Additionally, the Committee will work to secure ten (10) Gala restaurant locations in Westfield that will be decked out and trimmed with yellow as a place for residents to go and support this great cause.

## OH, WHAT A NIGHT TO GIVE

Traditionally 400+ friends, neighbors, and supporters of WYAP would come together in June at the Bridgewater Golf Club to enjoy one another's company. There would be dinner, live music, and a silent auction all to raise more than \$100,000 to support the State of Indiana's first-ever Youth Assistance Program.

While we still plan to paint the town yellow, this year, we are taking the Gala virtual. For 10-hours on Thursday, October 1, businesses, residents, and city leaders will come together across social media and in restaurants across Westfield to raise the dollars needed to support WYAP for another year. Together we can reach and surpass our \$100K goal.

WYAP is a 501(c)3 public charity that is the early intervention advocate for youth ages 3-17 who are facing challenging life circumstances at home and in school. Funds raised at this event are used to provide mental health services for youth and families as well as to offer pro-social activities for youth that might not otherwise be able to afford them. They participate in summer camps, music lessons, sports, karate, dance, gymnastics, after school clubs, etc. Getting youth involved in these activities provides them with another positive adult role model in their life. Funds raised also allow us to obtain tutoring for youth that are falling behind or needs extra support.

The Gala is our signature event first held in 2010 and organized by Westfield's first Mayor, Andy Cook, who is color blind and can only see yellow, hence the name. Fitting that yellow has stood for wisdom and intellect throughout the ages, the Yellow Tie Gala aims to raise thousands of dollars to do the same for the youth in the community. By giving the youth, we serve every advantage to grow and reach their true potential were confident that they will grow up to become engaged and contributing members of this community or whatever community they find themselves in someday.



## **GALA AUDIENCE**

The Gala Committee will use direct mailings, an event website, social media platforms, local and regional media, and its own database to reach residents living in Westfield as well as the neighboring communities. Previous Gala's have attracted hundreds of Hoosiers from not only Westfield but from across the state. We will leverage our access as an event hosted by the Mayor of Westfield to draw in support from every avenue possible.

Leading up to and during the ten-hour event, the Gala Committee will utilize the following communication channels to maximize our exposure to as many individuals as possible. This will be accomplished with targeted emails, social media ads, posts, and links that take individuals directly to our event website.

Former Yellow Tie Gala Attendees:	650+
Westfield Residential Homes:	11,798
Targeted Facebook Ads; Potential Audience:	250,000 – 500,000
City of Westfield Facebook Followers:	8,973
Westfield Chatter Followers:	11,060
WYAP Facebook Followers:	1,300
City of Westfield Instagram Followers:	649
WYAP Instagram Followers:	59
City of Westfield Twitter Followers:	7,240
WYAP Twitter Followers:	26
Mayor Andy Cook Twitter Followers:	2,712
Anticipated Media Impressions:	44,000+

Your exposure to the Gala audience will depend on your level of sponsorship. The sponsorship opportunities are provided below.

## **SPONSORSHIP VALUE AND BENEFIT**

The Westfield Mayor's Yellow Tie Gala virtual event offers your company a unique opportunity to participate in a one-of-a-kind virtual event celebrating the impact the Westfield Youth Assistance Program has had on local youth and their families. Whether it be from your robust social media exposure, the media coverage, or marketing spread out throughout the city or mailed directly to the home of Westfield residents, your company and brand visibility in the community will be significantly elevated, and your reputation as a great supporter of the Westfield community will be well known by its residents and community leaders. You are certain to be remembered.

Additionally, as a sponsor, you can be guaranteed:

- Significant return on investment (ROI). Your participation will put your advertising dollars to work at a fraction of the cost of traditional methods with a far greater impact.
- Lead Generation
- Social media/website traffic/focused content strategy
- Opportunities for new sales



- Building and/or establishing your brand within the Westfield community
- Advantage over absentee rivals
- Virtual face time with new/existing client and customer prospects
- Significant brand exposure/visibility to high numbers of valuable potential clients or customers.
- Platform for post-event interactions
- Driving traffic to your company's website or social media platform through event marketing pieces or from the event's website.
- Tax Benefit: within 30-days of the event, your company will receive a letter from WYAP confirming the amount of your tax-deductible charitable or in-kind donation.

## **ABOUT WESTFIELD YOUTH ASSISTANCE PROGRAM**

The Westfield Youth Assistance Program advocates for youth ages 3-17 who are facing difficult life circumstances. We collaborate with our community's vast array of talents, services, and resources to help empower our youth, parents, and caregivers. WYAP is one of the few organizations within Hamilton County designed in a way that truly allows staff to walk alongside youth and their family across their entire journey to reduce the chances of delinquency and intentionally enhance healthy development and wellbeing.

WYAP provides professional coordination of services and referral services to students and families of the Westfield Washington School District. Casework services to our families are completely confidential. WYAP provides for the coordination of services with every family referred to the program. Once goals are identified through an intake process, other services will be addressed such as:

- WYAP provides the ONLY one-on-one community mentoring program in Westfield. Those who need educational support can receive one-on-one tutoring through WYAP as well
- WYAP connects youth and families to counseling, anger management, and other mental health resources
- WYAP makes camps & recreational opportunities available to who can benefit from a positive pro-social experience
- Family education programming offers parents/caregivers access to a variety of no-cost programs provided by WYAP or in collaboration with community professionals
- Food, clothing, & financial assistance is offered through a partnership with WYAP and our Township Trustee office, church and community organizations, and local/state community agencies
- Attendance and truancy are addressed by WYAP through referrals from the school or the Hamilton County Juvenile Probation Department. The Early Intervention Advocate works with the youth and family to find positive outcomes to the attendance issues

Our relationships run deep and give us access to provide immediate support where it is needed the most by connecting youth and their families to local, county, and state resources. WYAP works with community and state partners to provide residents of our community with the best support to ensure their long-term success. Currently, we have over 200 partners, and that list continues to expand.



## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR

**\$20,000**

**WINDSOR KNOT TITLE SPONSOR (1 Sponsor)**

**SOLD**

Your company will be the Westfield Mayor's Yellow Tie Gala title sponsor, which means that your company will be highlighted leading up to and during the event as the 'title sponsor' of the event.

#### SPONSORSHIP BENEFITS:

Company logo included on city-wide resident mailing (10K households), logo placement on Gala website landing page, logo included in the press kit and releases, and logo included on step and repeat banner. Company will be acknowledged no less five (5) times during the Facebook live broadcasts. Company logo included in all email publications. Company will be highlighted in thank you letter sent to all event donors following the event.

### CHALLENGE SPONSOR

**\$10,000**

**BOW TIE CHALLENGE SPONSOR (3 Sponsors)**

Your company will be announced as a 'Challenge Sponsor,' which means that for one hour during the ten-hour virtual event, donors will be encouraged to make a gift to WYAP because the donation will be matched by your company. Your role as the challenge sponsor will be used throughout a specific hour of the virtual event.

#### SPONSORSHIP BENEFITS:

Company logo included on VIP postcards featured logo placement on the Gala website landing page, and logo included in press kit and releases. Company will be acknowledged no less than two (2) times during the Facebook live broadcasts during the challenge hour. Thank you 'Virtual Event Sponsor' company name and logo published across all social media platforms three (3) times during the challenge hour. Company logo included in all email publications related to challenge hour. Company will be highlighted in thank you letter sent to all event donors following the event.



## DAY OF EVENT SPONSORS

**\$5,000**

### **SAINT ANDREW KNOT SPONSOR (5 Sponsors)**

The Yellow Tie Gala Committee will be operating from the Westfield City Services Building on the day of the event. Your company will be sponsoring one of the five (5) stations (Social Media Station, Donor Call Station, Thank You Station, Fundraising Tally Station, and Nourishment Station) located in the building. All the stations will be highlighted in social media posts and during the Facebook live broadcast.

#### **SPONSORSHIP BENEFITS:**

Company logo included all over the day of event station, logo placement on Gala website sponsorship page, and logo included in the day of the event press release. Company will be acknowledged no less than two (2) times on Facebook live during your company's challenge hour. Company logo included in an email related to the day of event sponsors with a link to your company's website or social media page. Company will be highlighted in thank you letter sent to all event donors following the event.

## HOURLY SPONSORS

**\$2,500**

### **VICTORIA KNOT SPONSOR (10 Sponsors)**

Each hour of the ten-hour virtual event will be sponsored by a different company.

#### **SPONSORSHIP BENEFITS:**

Company logo placement on the Gala website sponsorship page and logo included in the day of the event press release. Company will be included in social media posts and emails sent to potential donors during a specific hour of the virtual event. The company will be notified of their particular hour no less than five days before the event, so that the company can engage, share, re-tweet, event acknowledgments during their designated hour. Company logo included in an email related to the day of event sponsors with a link to your company's website or social media page. Company will be highlighted in thank you letter sent to all event donors following the event.



## VIDEO SPONSORS

**\$1,500**

### **TRINITY KNOT SPONSOR (10 Sponsors)**

Your company will be featured in one of the 60-second videos that will be posted during the event.

#### **SPONSORSHIP BENEFITS:**

Company logo placement on the Gala website sponsorship page and logo included in the day of the event press release. Company will be highlighted in thank you letter sent to all event donors following the event.

## GENERAL SPONSORS

**\$500**

### **NICKY KNOT SPONSOR (30 Sponsors)**

General sponsor of the Yellow Tie Gala event.

#### **SPONSORSHIP BENEFITS:**

Company logo placement on the Gala website sponsorship page and logo included in the day of the event press release. Company will be highlighted in thank you letter sent to all event donors following the event.

## A LA CARTE SPONSOR

**\$500 & 10% OF PROCEEDS ON OCTOBER 1, 2020 FROM 1PM - 10PM**

### **RESTAURANT GALA SPONSORSHIP PACK**

Your restaurant can participate in the virtual event by hosting a 'Restaurant Yellow Tie Gala' at your store on October 1, 2020. Your company will be provided with a banner to hang outside of your store, promoting the Gala and the 10% proceed donation. Your company will be provided with t-shirts for each employee to wear on the day of the event. Additional decorations and signs will be provided to use inside the restaurant.

**\$1,000**

### **GALA VOLUNTEER T-SHIRTS**

Your company will be included on the t-shirts provided the day of event volunteers and promoters.