



Westfield Mayor's
YELLOW TIE
Gala

**Together Again.
Friday, October 8, 2021**

2021 SPONSORSHIP INFORMATION



Westfield Mayor's
YELLOW TIE
Gala

July 2021

Dear Westfield Community Business Leader –

After a worldwide event unlike any other, the Yellow Tie Gala Planning Committee is excited to announce that we will host our event in person and will be together again on Friday, October 8, 2021, at The Bridgewater Club.

Like your business, the Westfield Youth Assistance Program (WYAP) Board of Directors has also had to shift its thinking, strategy, and resources over these past sixteen months 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 planned to fundraise.

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 eleven years, WYAP has profoundly impacted and become a beacon of light for the Westfield community. Our success has led to the establishment of youth assistance programs in five other Hamilton County communities and is now being implemented across Indiana.

Perhaps there has never been a more critical time for the Youth Assistance Program in our community. We have seen a 100% increase in youth referrals over the previous year and have seen the same increase in requests for services, resources, tutors, and mentors.

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 fundraising event now planned for October 8, 2021.

There are tickets and sponsorships opportunities for just about everyone in the community to support us somehow. With your support, we will 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 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 Gala and the Westfield Youth Assistance Program.

Respectfully,



Steve Latour

President, Westfield Youth Assistance Program

info@westfielddyellowtiegala.com



EVENT DETAILS

Date of Event: Friday, October 8, 2021
Website: www.westfielddyellowtiegala.com
Organized By: Westfield Youth Assistance Program
501(c)3 non-profit Charity

FUNDRAISING EVENT

This year's Gala will be an in-person fundraising event on Friday, October 8, 2021. The organizing committee plans to raise more than half of our \$100,000 goal before the October 8 event with funds raised from a Westfield city-wide resident mailing, key city leaders, and corporate sponsors.

WHAT A NIGHT TO GIVE

We anticipate 400+ friends, neighbors, and supporters of WYAP to come together in October at The Bridgewater Golf Club to enjoy one another's company. There will be dinner, drinks, dessert, live music, an auction, and a \$5,000 cash prize reverse raffle, all to raise more than \$100,000 to support the State of Indiana's first-ever Youth Assistance Program.

WYAP is a 501(c)3 public charity that is the early intervention advocate for youth ages 3-17 who face challenging life circumstances at home and in school. Funds raised at this event are used to provide mental health services for youth and families and 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 the above-mentioned 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 full potential we are confident 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 our database to reach residents living in Westfield and the neighboring communities. Previous Gala events 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 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:	2,700+
Westfield Residential Homes:	12,500+
Targeted Facebook Ads; Potential Audience:	250,000 – 500,000
City of Westfield Facebook Followers:	11K+ (3K increase since 2020)
Westfield Chatter Followers:	11,060
WYAP Facebook Followers:	2,141 (841 increase since 2020)
City of Westfield Instagram Followers:	1,707 (1,058 new followers since 2020)
WYAP Instagram Followers:	252
City of Westfield Twitter Followers:	7,318
WYAP Twitter Followers:	95
Mayor Andy Cook Twitter Followers:	2,731
Anticipated Media Impressions:	65,000+

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 offers your company a unique opportunity to participate in a one-of-a-kind city-wide 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 more significant 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 60-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 challenging 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 those 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
- WYAP addresses attendance and truancy 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.



PARTICIPATE IN THE GALA

2021 SPONSORSHIP OPPORTUNITIES

Windsor Knot Title Sponsor (\$25,000; 1 Available)

- Recognition in all Yellow Tie Gala Media Coverage no less than five times
- Mayor's Yellow Tie Gala Title Sponsor
- Twelve (12) Tickets to Mayor's Yellow Tie Gala Event and Reserved Table
- Twelve (12) Tickets to VIP Reception before Gala at Mayor's Residence.
- Company Logo included on Primary Step-n-Repeat Banner
- Public Recognition at Mayor's Yellow Tie Gala (Speaking Opportunity)
- Recognition on Gala Website, Save the Date Postcard, Press Release, and Thank You Letter

Bow Tie Sponsor (\$10,000; 2 Available)

- Recognition in all Yellow Tie Gala Media Coverage no less than three times
- Mayor's Yellow Tie Gala Reverse Raffle \$5,000 Cash Prize Sponsor
- Ten (10) Tickets to Mayor's Yellow Tie Gala Event (Private Table)
- Public Recognition at Mayor's Yellow Tie Gala (Speaking Opportunity)
- Recognition on Gala Website, Save the Date Postcard, Press Release, and Thank You Letter

Saint Andrews Knot Sponsor (\$5,000; 4 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Silent Auction Event Sponsor
- Eight (8) Tickets to Mayor's Yellow Tie Gala Event (Private Lounge)
- Public Recognition at Mayor's Yellow Tie Gala

Victoria Knot Sponsor (\$3,000; 5 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Food, Wine, and Dessert Table Sponsor
- Four (4) Tickets to Mayor's Yellow Tie Gala Event (Private Highboy Table)
- Signage Recognition at Mayor's Yellow Tie Gala Food Station

Trinity Knot Sponsor (\$2,500; 10 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Two (2) Tickets to Mayor's Yellow Tie Gala Event

Complementary Valet Sponsor (\$2,000; 1 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Signage at Valet Station with Company Logo



Gala Decorations Sponsor (\$2,000; 1 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Signage at Event Entrance with Company Logo

Photographer / Video Sponsor (\$2,000; 1 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Company Logo Included on Video(s) Shown During Event

Swag Bag Sponsor (\$2,000; 1 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Company Logo Included on Swag Bag

Golf Cart Sponsor (\$1,000; 5 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Company Logo Printed on Golf Carts

Reverse Raffle Bracelet Sponsor (\$1,000; 1 Available)

- Recognition in all Yellow Tie Gala Media Coverage
- Signage at Reverse Raffle Bracelet Pick-up Station

2021 CORPORATE PARTNER OPPORTUNITIES

Gala Corporate Partner – 8 Tickets | \$1200

- Company logo included on the Gala Website as a 2021 sponsor.
- Company name listed in the fundraising recap letter distributed to all guests and donors in November 2021.
- Company welcome to contribute an item to Gala Guest Swag Bag

Gala Corporate Bronze Partner – 10 Tickets | \$1500

- Company logo included on the Gala Website as a 2021 sponsor.
- Company name listed in the fundraising recap letter distributed to all guests and donors in November 2021.
- Company welcome to contribute an item to Gala Guest Swag Bag

Gala Corporate Silver Partner – 12 Tickets | \$1800

- Company logo included on the Gala Website as a 2021 sponsor.
- Company name listed in the fundraising recap letter distributed to all guests and donors in November 2021.
- Company welcome to contribute an item to Gala Guest Swag Bag
- Company welcome to contribute business card bundle to Gala Guest Swag Bag
- One (1) Entry in the Reverse Raffle - \$5K Cash Prize Awarded to one person at the end of the Gala Event.



Gala Corporate Gold Partner – 16 Tickets | \$2400

- Company logo included on the Gala Website as a 2021 sponsor.
- Company name listed in the fundraising recap letter distributed to all guests and donors in November 2021.
- Company welcome to contribute an item to Gala Guest Swag Bag
- Company welcome to contribute business card bundle to Gala Guest Swag Bag
- Logo included on Gala Stage Signage
- Three (3) Entries in the Reverse Raffle - \$5K Cash Prize Awarded to one person at the end of the Gala Event.

Gala Corporate Platinum Partner – 20 Tickets | \$3000

- Company logo included on the Gala Website as a 2021 sponsor.
- Company name listed in the fundraising recap letter distributed to all guests and donors in November 2021.
- Company welcome to contribute an item to Gala Guest Swag Bag
- Company welcome to contribute business card bundle to Gala Guest Swag Bag
- Logo included on Gala Stage Signage
- Public Recognition at Mayor's Yellow Tie Gala
- Five (5) Entries in the Reverse Raffle - \$5K Cash Prize Awarded to one person at the end of the Gala Event.

ADDITIONAL SPONSOR EVENT TICKETS

Individual Ticket	\$150
Individual Reverse Raffle Ticket (includes admittance to YTG)	\$250
Couple Tickets	\$300
Couple Reverse Raffle Tickets (includes admittance to YTG)	\$500

REVERSE RAFFLE

Those who purchase Reverse Raffle tickets have a 1 in 100 chance of winning a \$5,000 cash prize at the end of the Yellow Tie Gala event. The winner will receive a check within 5-7 business days after the event.

HOW TO PARTICIPATE

Ready to participate in the 2021 Mayor's Yellow Tie Gala?!

Complete the 2021 Gala Sponsorship Agreement and return the Agreement to info@westfielddyellowtiegala.com. When our volunteers receive your signed Agreement, we will email your company an invoice for the sponsorship fee. We will return a countersigned copy of the Agreement when your sponsorship fee is paid in full.

Questions – please email info@westfielddyellowtiegala.com.