

ALL-STAR *Evening*



SPONSORSHIP OPPORTUNITIES GUIDE

ACES All-Star Evening
Thursday, May 18, 2023
The Fillmore Minneapolis





ALL-STAR EVENING

THURSDAY, MAY 18, 2023 • THE FILLMORE MINNEAPOLIS

About The *All-Star Evening*

Last year's *All-Star Evening* was the largest, most successful event in ACES history – and we aren't slowing down! ACES continues to expand our programming to serve even more students, and we're bringing together Minnesota's most dedicated education champions to power this important work. Join friends, supporters, and athlete ambassadors for another unforgettable night at the Fillmore Minneapolis – featuring delicious food and drink, fabulous auctions, and a program like no other. Our flagship fundraiser and one of the standout events of the season, the *All-Star Evening* brings together fun and philanthropy to make a powerful impact for Minnesota students.



Event Details

Thursday, May 18, 2023

Main Event from 6:30-9:00pm

VIP Reception from 5:30-6:30pm

The Fillmore Minneapolis

525 N Fifth Street

Minneapolis, MN 55401

About ACES

ACES is an innovative out-of-school time program that brings math and social-emotional learning to life for Minnesota students. Since 1994, our hands-on curriculum, individual mentorship, and unique experiential learning opportunities have helped thousands of middle schoolers develop crucial academic and life skills – all through the exciting lens of sports! In partnership with Minnesota's professional and collegiate sports teams, ACES is tackling the academic opportunity gap and preparing students to succeed in school, career, and community.

Step Off The Sidelines for Minnesota Students

In 2022, Minnesota students registered their worst scores on national math assessment in 30 years. This decline reaffirms what we already know to be true: the pandemic continues to take a significant toll on learning and students need support more than ever. ACES's mission to close the academic opportunity gap and prepare students for success has never been more urgent. With proven expertise and a dedicated focus on strengthening foundational math and social-emotional skills, ACES is uniquely positioned to meet this moment. We are expanding partnerships, serving new communities, and increasing enrollment exponentially. By supporting ACES through the *All-Star Evening*, you help power this important growth and ensure students receive the all-star education they deserve.





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Corporate & Individual Sponsorship Opportunities

Join the important work to advance education equity and prepare students for success as a 2023 *All-Star Evening* sponsor! Sponsorship packages include exclusive event-day experiences, robust recognition, and invaluable marketing impressions.

Promotion

All-Star Evening promotions with sponsor recognition are distributed to ACES's email list, primarily concentrated in the Twin Cities metro area. Event promotions are also shared across the ACES website and social media channels. Sponsors receive robust onsite recognition on event day, including in the event slideshow and in printed program. Top sponsorship levels include additional recognition, including in the event speaking program and on the Fillmore Minneapolis marquee.

Monthly Reach, January-May

Confirmed sponsors are included in pre-event communications, for approximately five months prior to the *All-Star Evening*. (Below analytics are taken from spring 2022, during the promotional period for the 2022 *All-Star Evening*.)



5.1K Contacts
41% Opens



2K
Visits



5.8K
Impressions



20.7K
Impressions



2.5K
Impressions



1.6K
Impressions



VIP Reception

Join ACES's top supporters, professional sports team partners, and other special guests in The Fillmore's intimate BG's Lounge for an exclusive pre-event VIP Reception! Connect with friends, enjoy a unique program, and nosh on delicious bites from Elite Catering. VIP Reception guests will receive a complimentary signature cocktail and hosted beer and wine. Admission is limited and tied to event sponsorship level. Please see the Corporate and Individual Sponsorship Opportunities grid (page 4) for details. We anticipate approximately 160 guests will attend the VIP Reception.



ACES *All-Star Evening* is presented with the support and presence of our Minnesota professional sports team partners.



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Corporate & Individual Sponsorship Opportunities

	Title Sponsor \$25,000	Presenting Sponsor \$15,000	MVP Sponsor \$10,000	Champion Sponsor \$5,000	Table Sponsor \$2,500	Team Captain \$1,000
EVENT EXPERIENCE						
Main Event Tickets	10	10	10	10	10	4
Priority Table Placement	Tier I	Tier I	Tier II	Tier III	Main level	Mezzanine level
VIP Reception Tickets (includes complimentary signature cocktail and hosted beer & wine)	10	10	4	2	2	
Reserved Parking Spaces	10	1	1	1	1	
Complimentary Wine at Table	✓	✓	✓	✓		
Sponsor Gift	✓	✓	✓	✓		
RECOGNITION						
Recognition in printed event program*	Two-page spread ad	Full page ad	Full page ad	½ page ad	Name & logo	Name & logo
Name & logo in digital promotions including email, website, & social media	✓	✓	✓	✓	✓	✓
Name & logo in event slideshow	✓	✓	✓	✓	✓	✓
Name & logo on event signage	✓	✓	✓	✓	✓	
Website link in digital promotions	✓	✓	✓	✓		
Verbal recognition in speaking program	✓	✓				
Logo included on event banner on Fillmore Minneapolis marquee	✓					

*Program ad content is subject to review and must be submitted by April 21, 2023.

To secure your 2023 All-Star Evening sponsorship, please contact Taylor Anderson, Director of Development & Communications, at tayloranderson@aces4kids.org or 952-688-1590.



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Join the important work to advance education equity and prepare students for success as a **2023 All-Star Evening sponsor!** Sponsorship packages include exclusive event-day experiences, robust recognition, and invaluable marketing impressions.

Title Sponsor - \$25,000

Includes table for ten (10) with Tier I priority seating and complimentary wine; Admission for your full table (10 guests) to pre-event VIP Reception, including complimentary signature cocktails and hosted beer & wine; Reserved parking for your full table (10 spaces); One (1) exclusive sponsor gift; Sponsor recognition including:

- Logo included in event banner on The Fillmore Minneapolis marquee;
- Verbal recognition in event speaking program;
- Two-page spread ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).



Title Sponsor package includes recognition on The Fillmore Theater marquee in the heart of downtown Minneapolis.

Presenting Sponsor - \$15,000

Includes table for ten (10) with Tier I priority seating and complimentary wine; Admission for your full table (10 guests) to pre-event VIP Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; One (1) exclusive sponsor gift; Sponsor recognition including:

- Verbal recognition in event speaking program;
- Full page ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).



Sponsors receive robust recognition in pre- and post-event communications, and on event day materials and signage.

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Join the important work to advance education equity and prepare students for success as a 2023 *All-Star Evening* sponsor! Sponsorship packages include exclusive event-day experiences, robust recognition, and invaluable marketing impressions.

MVP Sponsor - \$10,000

Includes table for ten (10) with Tier II priority seating and complimentary wine; Admission for four (4) to pre-event VIP Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; One (1) exclusive sponsor gift; Sponsor recognition including:

- Full page ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

Champion Sponsor - \$5,000

Includes table for ten (10) with Tier III priority seating and complimentary wine; Admission for two (2) to pre-event VIP Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; One (1) exclusive sponsor gift; Sponsor recognition including:

- ½ page ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

Table Sponsor - \$2,500

Includes table for ten (10); Admission for two (2) to pre-event VIP Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; Sponsor recognition including:

- Name and logo in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

Team Captain - \$1,000

Includes admission for four (4) and reserved mezzanine-level box seating; Sponsor recognition including:

- Name and logo in printed event program;
- Name and logo in event slideshow;
- Name and logo in digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

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NEW! Exclusive, Named Sponsorship Opportunities

Take your support to the next level with an exclusive *All-Star Evening* sponsorship. Each package includes unique and creative opportunities for recognition and brand visibility. All sponsorships are customizable and the ACES team will work with you to maximize your sponsorship's impact.

VIP Reception Sponsor - \$15,000

Exclusive recognition as presenting sponsor of the *All-Star Evening* VIP Reception, including name and logo in pre-event communications and printed event program, during VIP Reception speaking program, and on dedicated VIP Reception signage. Includes opportunity for sponsor representative to participate in and/or speak at VIP Reception program (to be determined in collaboration with ACES staff). Also includes 10 tickets for VIP Reception.

Photo Booth Sponsor - \$10,000

Exclusive recognition as the ACES *All-Star Evening* Photo Booth Sponsor, including name and logo in pre-event communications and printed event program, and dedicated signage. Also includes logo placement on custom "step & repeat" photo booth backdrop, where guests will pose for photos with Minnesota team mascots.

Swag Bag Sponsor - \$7,500

Exclusive recognition as the ACES *All-Star Evening* Swag Bag Sponsor, including name and logo in pre-event communications and printed event program, and opportunity to include branded item and/or promotion in each swag bag, to be distributed to all sponsors, sponsor guests, and Varsity Ticket purchasers (approx. 400-450 people). Swag bags will also include branded items from ACES's Minnesota sports team partners.

Dessert Sponsor - \$5,000

Exclusive recognition as the ACES *All-Star Evening* Dessert Sponsor, including name and logo in printed event program, in pre-event communications, and on dedicated signage. ACES will partner with nonprofit Cookie Cart to serve pre-wrapped hand-baked cookies and sponsor's logo will be included on cookie packaging.

Silent Auction Sponsor - \$5,000

Exclusive recognition as the ACES *All-Star Evening* Silent Auction Sponsor, including name and logo in printed event program, in pre-event communications (including silent auction-specific promotions), and on silent auction signage. Includes opportunity to provide marketing materials (i.e., promotional postcard, coupon, etc.) with every silent auction item purchased (approx. 75-100 items).

Signature Cocktail Sponsor - \$5,000

Exclusive recognition as the ACES *All-Star Evening* Signature Cocktail Sponsor, including name and logo in printed event program, in pre-event communications, on dedicated signage. Signature cocktails will be complimentary for all VIP Reception guests (approx. 160 people) and sponsor name/logo will appear on physical drink tickets. Signature cocktail will be available for purchase throughout the evening for all event guests. Also includes opportunity to collaborate with ACES staff in designing signature cocktail recipe and name.



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PAST SPONSORS

ALERUS



ARCHITECT MECHANICAL, INC.



Bell Bank
happy employees. happy customers.®



Great Clips®



TRADITION MORTGAGE



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