

# LEAP YEAR EVENT 2024



## Sponsorship Levels

For 29 years, LEAP Year Event has been an evening of stimulating conversations, community connections, and rich culture. LEAP Year Event 2024 will have both in-person and virtual options for everyone's comfort and accessibility. We have come up with creative new ways to advertise your sponsorship once you commit!

LEAP Year Event will be on Thursday, February 29, 2024 and is expected to attract over 600 philanthropic donors, business professionals, and community leaders from the Greater New Haven area and beyond. We will advertise your sponsorship to our 5,000+ donors through our direct mailings, website, social media, and invitations. Once you commit to being a LEAP Year Event sponsor, we will make sure the entire LEAP community knows about your commitment to New Haven's children.

SPONSORSHIP DETAILS	Superhero	Champion	Hero	Leader	Mentor	Educator	Athlete	Partner	Friend	Neighbor
	<b>\$50K</b> 14 TIX	<b>\$35K</b> 12 TIX	<b>\$25K</b> 12 TIX	<b>\$15K</b> 10 TIX	<b>\$10K</b> 8 TIX	<b>\$7.5K</b> 6 TIX	<b>\$5K</b> 6 TIX	<b>\$2.5K</b> 4 TIX	<b>\$1K</b> 2 TIX	<b>\$500</b> TIX
Sponsorship is advertised in a special press release with extensive media outreach.	✓									
Ad space at an unmatched size in all of our media and mailings leading up to the event.	✓									
The option to have a sponsor representative speak at the reception.	✓	✓								
Premier acknowledgment of sponsorship in the LEAP newsletter with large business logo in the newsletter & invitation.	✓	✓								
Sponsorship is announced during reception remarks.	✓	✓	✓							
Recognition throughout the in-person and virtual programs.	✓	✓	✓							
The opportunity to distribute your business/organization's promotional materials.	✓	✓	✓							

2 RECEPTION ONLY

[www.leapforkids.org](http://www.leapforkids.org) • [www.leapforkids.org/donate](http://www.leapforkids.org/donate) • [www.leapforkids.org/lye](http://www.leapforkids.org/lye)



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SPONSORSHIP DETAILS	Superhero \$50K	Champion \$35K	Hero \$25K	Leader \$15K	Mentor \$10K	Educator \$7.5K	Athlete \$5K	Partner \$2.5K	Friend \$1K	Neighbor \$500
Sponsorship listed with a large logo at the event (~600 attendees).	✓	✓	✓	✓	✓					
Sponsorship is listed with logo* and a direct link to your business on the LEAP website and in emails sent to 5000+ name digital mailing list. <b>*size varies by level</b>	✓	✓	✓	✓	✓	✓	✓			
Sponsorship is listed in an exclusive social media post and on LEAP website with a direct link/tag to your business.	✓	✓	✓	✓	✓	✓	✓			
Sponsorship listed with a small to large sized logo* on a group display at the event with an expected ~600 attendees. <b>*size varies by level</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
General acknowledgment of sponsorship in the LEAP newsletter with business logo in the newsletter & invitation.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsorship listed with logo on the LEAP website, social media posts, and in emails sent to 5000+ name digital mailing list.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

**YOUR SUPPORT CONTRIBUTES TO THE SUCCESS OF TOMORROW'S LEADERS!**

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# LEAP YEAR EVENT MARKETING REACH

Direct Mailings: Save the Date, Newsletter & Invitation

~5,000 mailings in circulation

eMailing List

~5,000 mailings in circulation

Local Media

~600 participants

Social Media

5,253 followers across all platforms  
(Facebook, Instagram, LinkedIn & Twitter)

Newsletter & eNewsletter

173,000+ readers combined

Website

2,724 unique visitors per month

**Please click the link [here](#) or scan the QR code to sign up to be a sponsor!**



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