



INAUGURAL GALA II.II.22



Capitol Park Museum
7:00 pm

SPONSORSHIP PACKET

JOIN



maddie's
footprints
Greater Baton Rouge

IN CELEBRATING OUR INAUGURAL GREATER BATON ROUGE GALA

FRIDAY, NOVEMBER 11, 2022 7 PM

CAPITOL PARK MUSEUM
BATON ROUGE, LOUISIANA

Sponsors and their guests are invited to come early for the VIP
Cocktail Party from 6:00 - 7:00 p.m. for light hors d'oeuvres,
signature cocktails by our Spirit Sponsor, JT Meleck, and first look
at our Live & Silent Auction Items.



Maddie's Footprints is excited to expand into Greater Baton Rouge on January 1, 2022. Since 2010, Maddie's Footprints has served over 1,900 families in Acadiana, and has given out over \$1,070,000 to help Acadiana families facing miscarriage, stillbirth and infant loss. Even more important than helping these families with their funeral and medical expenses is the emotional support that Maddie's Footprints offers. Our families receive support through one-on-one counseling with our Licensed Social Worker, workshops, retreats, and virtual as well as in person support groups.

All proceeds from this event go directly to benefiting these Greater Baton Rouge families.

Maddie's Footprints is the sole provider of financial support for families experiencing fetal and infant death in Greater Baton Rouge.

Maddie's Footprints
234 Rue Beauregard, Ste 201
Lafayette, LA 70508
337-534-4209

Hannah Guillory
Event & Marketing Director
Hannah@MaddiesFootprints.org

Maddie's Footprints is a 501c3 non-profit organization. All donations are tax deductible.



PRESENTING SPONSOR

\$10,000

Exclusive

- ★ Opportunity for a company representative to be invited onto the stage to present our Supporter of the Year Award the night of the gala before over 300 guests.
- ★ Opportunity for a company representative to make a minimum of four (4) appearances on local media outlets to promote our gala and their role as Presenting Sponsor.
- ★ Recognition in the Maddie's newsletter, sent to over 5,000 households leading up to the gala.
- ★ Recognition as Sponsor of the Week on Maddie's social media for the week of the gala, featuring a two minute video highlighting the sponsor's business and their involvement with Maddie's Footprints, reaching over 10,000 viewers.
- ★ Opportunity for the company to send a Thank You to all of our guests cell phone the day after the auction.
- ★ Company logo on event invitations, sponsor packets (if sponsorship secured prior to the print deadline of May 1, 2022) step & repeat photo backdrop, as well as on all photos printed from our photo booth the night of the gala.
- ★ Company logo displayed prominently on screens during the night's festivities, as well as on sponsor signs around the venue.
- ★ Two complimentary reserved tables (16 seats) in a prime location for the gala.
- ★ VIP access to our Cocktail Hour starting at 6 pm with complimentary cocktails and exclusive entertainment.
- ★ NEW! FOR AUTOMOTIVE SPONSORS ONLY! Your dealership will have the opportunity to pick up our Supporter of the Year family and drive them to the gala, arriving with great fanfare and media attention, to walk the red carpet into the event.



COCKTAIL SPONSOR

\$5,000
Exclusive

- ★ Signature cocktail(s) named by the Cocktail Sponsor.
- ★ Signature cocktail will be highlighted during the Live Auction.
- ★ Opportunity for a company representative to make a minimum of two (2) appearances on local media outlets to promote the gala and their role as Cocktail Sponsor.
- ★ Recognition in Maddie's newsletter, sent to 5,000 households, leading up to the gala.
- ★ Recognition as Sponsor of the Week on Maddie's Footprints social media with a two minute video featuring your business and your connection to Maddie's Footprints, reaching up to 10,000 people in Acadiana.
- ★ Company may provide hors d'oeuvres with the company logo for each bar.
- ★ Company logo displayed prominently on a wall of mirrors around the venue during the night's festivities as well as on mirrors around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 16 tickets to the gala on Friday, November 11, 2022. (\$2,000 value)



GAME SPONSOR

\$5,000

Exclusive

- ★ Company logo prominently displayed on signage in the gaming area.
- ★ Company may choose to have two representatives manning the game station to interact with the guests.
- ★ Opportunity to provide wine bags with your company logo for the event to be displayed on tables and for the game prizes.
- ★ Opportunity for company representative to make a minimum of two appearances on local media outlets to promote our gala and their role as Game Sponsor.
- ★ Recognition as Sponsor of the Week on Maddie's Footprints social media with a two minute video featuring your business and your connection to Maddie's Footprints, reaching up to 10,000 people in Acadiana.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the soiree.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 16 tickets for the gala on Friday, November 11, 2022 (\$2,000 value)



AUCTION PADDLE SPONSOR

\$3,500

Exclusive

- ★ Company logo prominently displayed on each auction paddle (approximately 300)
- ★ Recognition as Sponsor of the Week on Maddie's Footprints social media, reaching up to 10,000 people in Acadiana.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the soiree.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 8 tickets to the gala on Friday, November 11, 2022 (\$1,000 value)



ENTERTAINMENT SPONSOR

\$3,500

Exclusive

- ★ Company logo prominently displayed on signs around stage.
- ★ Recognition as Sponsor of the Week on Maddie's Footprints social media, reaching up to 10,000 people in Acadiana.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the soiree.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 8 tickets to the gala on Friday, November 11, 2022 (\$1,000 value)



PROGRAM SPONSOR

\$3,500

Exclusive

- ★ Company logo prominently displayed on each event program.
- ★ Recognition as Sponsor of the Week on Maddie's Footprints social media, reaching up to 10,000 people in Acadiana.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the gala.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 8 tickets to the gala on Friday, November 11, 2022 (\$1,000 value)



LIVE AUCTION SPONSOR

\$3,500
Exclusive

- ★ Company logo prominently displayed throughout the auction area and on each slide show during the Live Auction.
- ★ Opportunity for a company representative to assist the live auctioneer during the auction.
- ★ Recognition as Sponsor of the Week on Maddie's Footprints social media, reaching up to 10,000 people in Acadiana.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the gala.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 8 tickets to our gala on Friday, November 11, 2022. (\$1,000 value)



SILVER PATRON SPONSOR \$2,500

- ★ Recognition on Maddie's Footprints social media with over 10,000 followers.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the gala.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ 8 tickets to our gala on Friday, November 11, 2022. (\$1,000 value)



BENEFACTOR

\$1,500

- ★ Recognition on Maddie's Footprints social media with over 10,000 followers.
- ★ Recognition in Maddie's Footprints newsletter, sent out to 5,000 households leading up to the gala.
- ★ Company logo displayed prominently on sponsor signs around the room.
- ★ Company logo on slide show during the event.
- ★ Company logo on step and repeat backdrop.
- ★ VIP access to our sponsor Cocktail Hour starting at 6pm with complimentary signature cocktails and exclusive entertainment.
- ★ Four tickets to the gala on November 11, 2022 (\$500 value)



VISIONARY \$1,000

- ★ Recognition in Maddie's Footprints newsletter sent out to 5,000 households, leading up to the gala
- ★ Recognition on Maddie's Footprints social media with over 10,000 followers
- ★ Two (2) complimentary tickets to our gala on Friday, November 11, 2022 (\$250 value)
- ★ VIP access to our Sponsor Cocktail Hour starting at 6pm on the night of the gala with complimentary signature cocktails and exclusive entertainment

FRIEND OF MADDIE'S \$500

- ★ Recognition in Maddie's Footprints newsletter sent out to 5,000 households, leading up to the gala
- ★ Recognition on Maddie's Footprints social media with over 10,000 followers



Maddie's Story

On June 3rd, 2009, Madeline was born directly into Heaven. Nearly our entire family was there to hold her, take pictures with her and witness her baptism in the delivery room. We were still able to bathe her, dress her, take her handprints and footprints, and cut locks of her hair. It was such a sad time knowing that our first born would not live a full life as we had hoped, but it was still an absolutely beautiful experience. The peace and love that filled the room cannot be expressed through words. It was the proudest moment of our lives.

Three days later we had a funeral service for Madeline at our church and immediately afterwards we laid her to rest. We were overwhelmed by the number of people that came out to show their love and support. It was extremely moving to see how many lives our precious Maddie had already touched. There isn't a day that goes by that we do not think of her a million times. She will always be our special angel.

Because Madeline touched our lives in a way we will never be able to fully explain, we wanted her memory to live on, not only through us, but by others. We were so blessed to have such close friends and family that helped us through this difficult time not only emotionally and mentally, but financially. We received donations from our family members to pay nearly all of the burial expenses and medical bills. We were so truly grateful for this gift. It was amazing to have the financial burden lifted in a time where that is the last thing you want to worry about. We felt so blessed and fortunate that we wanted to be able to do this for other families that were in similar situations. In order to pay it forward, we began Maddie's Footprints.

Lori & Travis McGrew, Maddie's parents



INAUGURAL GALA

Friday, November 11, 2022 | Capitol Park Museum

VIP Cocktail Party begins at 6 pm, General Admission 7 pm

SPONSOR REGISTRATION

Company / Sponsor Name _____

Address _____

City _____ State _____ Zip _____

Contact Name _____

Contact Phone Number _____

Contact Email _____

SPONSOR AMOUNT

*A 3% fee will be charged to all sponsorships paid by credit card to ensure the total sponsorship amount benefits Maddie's families *

- _____ Presenting Sponsor (1 available) \$10,000
- _____ Cocktail Sponsor (1 available) \$5,000
- _____ Game Sponsor (1 available) \$5,000
- _____ Auction Paddle Sponsor (1 available) \$3,500
- _____ Entertainment Sponsor (1 available) \$3,500
- _____ Program Sponsor (1 available) \$3,500
- _____ Live Auction Sponsor (1 available) \$3,500
- _____ Silver Patron Sponsor \$2,500
- _____ Benefactor \$1,500
- _____ Visionary \$1,000
- _____ Friend of Maddie's \$500

Sponsor Representative _____

Date _____

METHOD OF PAYMENT

**** All proceeds from this event will be used to help families in the Greater Baton Rouge area.**

Please enclose payment & make checks payable to Maddie's Footprints.

Mail to 234 Rue Beauregard, Ste. 201, Lafayette, LA 70508

CONTACT

For more information, please contact Hannah Guillory, Event & Marketing Director at 337-534-4209, or by email at Hannah@MaddiesFootprints.org.