

Going Places

Bringing Joy to Children in Need

2020 GALA



Welcome to the **Circus**



RELIVING YOUR FAVORITE CHILDHOOD MEMORIES OF JOY!

Prospective Sponsor,

Thank you for your support and dedication to help spread Joy to disadvantaged kids in our community. In the following pages of this sponsorship packet, you will find detailed information about the Gala and how you, as a sponsor, can receive the maximum benefits and exposure.

If you have any questions or require our assistance, please do not hesitate to contact us.

Sincerely,

Katie Blomquist
Founder and Executive Director, Going Places

Going Places is a 501c3 charity
Tax identification number: 81-5267546



Our Mission

Is to provide disadvantaged kids with their most basic childhood right- a right to Joy!

The Spark

In 2016, Going Places founder, Katie Blomquist, was a first-grade teacher in a low-income elementary school. She had a 6-year student named Jawan who wanted a bike for his birthday and it shocked Katie to learn he had never owned one. She wished she could buy him a bike, but that wasn't possible on a teacher's salary. It was something that Katie couldn't get off her mind knowing Jawan was growing up without the joy of riding his own bike.

The Idea

As Katie started to ask around her class, she realized that most of the kids had never owned a bike. Remembering her own childhood filled with joyful memories of riding her bike all around her neighborhood, she set out to change this sad realization. Katie had the idea to buy all 650 students in her school a brand new, high-quality bike by starting a GoFundMe campaign. With the help of Affordabike, a local Charleston custom bicycle shop, this idea became a reality.

The Wildfire

Katie's campaign went viral and some of the top news outlets in the country reported on it including Good Morning America, The Today Show, NBC Nightly News with Lester Holt, ABC World News, Time Magazine, USA Today, Post and Courier, and The Steve Harvey Show. The story behind Going Places was catching on fire throughout America. On March 30, 2017, she surprised every student at Pepperhill Elementary School with a brand new bike. After this successful event, Katie now had an even greater vision.

The Vision

Her vision was to create a nonprofit whose mission was to bring Joy to children in need. To make that a reality, Katie would have to focus her efforts full time on this new venture, which meant stepping away from teaching. In June 2017, she got to work on building the dream of Going Places, which involved rallying the community around her cause. It was important to Katie that her supporters understood why there was a need for Joy in these children's lives.

The Why

Numerous organizations focus on providing the basic needs of food, clothing, and shelter, yet one thing often overlooked for children is their need for Joy. For many kids living in poverty, it is when they get home from school that the real stress begins. So why a bike?

These kids can live in less-than-desirable and unpredictable circumstances and a bike provides them with a sense of freedom and escape. It also builds self-worth by being the first item of value they can call their own. A bike can restore the innocence of childhood that many have had taken away.

A person may have all of the basic "needs" in life, but what kind of life is one without Joy? What kind of adult will a child grow up to be if they have lacked Joy?

THE 2020 GOING PLACES GALA

On March 21, 2020, Going Places will hold our inaugural gala, “Welcome to the Circus: Reliving your favorite childhood memory of Joy” at Patriots Point Pavillion. This gala will provide the funds we need to support our programs and help buy bikes for disadvantaged kids. The evening will consist of live and silent auctions, and entertainment from the band, Live Radio. A delicious dinner will be provided and there will be unique entertainment and surprises throughout the evening.

Please consider joining our mission to raise necessary funds to make a difference in the lives of so many children.

Sponsorship Highlights

- Recognition throughout the evening.
- Tickets to the gala - an extraordinary evening and celebration.
- Reach new clients through promotion on the Going Places website, newsletter, and social media outlets.

Corporate Sponsorship

Below is an outline of how Going Places can maximize the return on your investment. We appreciate any support you can provide and are happy to discuss any ideas or customize a sponsorship package to fit the needs of your organization.

	Pioneer (Presenting) \$10,000	Innovator \$7,500	Explorer \$5,000	Hero \$2,500	Champion \$1,500
Complimentary tickets Complimentary tickets to attend the gala event	4 tables & VIP Experience	3 tables	2 tables	1 table	4 tickets
VIP Private Gala Evening Reception Tickets to the VIP cocktail hour & Auction Preview					
Gala Event Recognition Logo and recognition during the gala event in various forms of media & presentations					
Gala Program Mention in Gala program					
Audio/Visual & Sign Recognition Recognition on audio/visual displays & signage through out the event					
Direct Link on Going Places Gala Website Direct link to your company's website on the Going Places website					
Promotional Representation Recognition on promotional materials leading to the event, save the date, poster, program					
Website/Newsletter Recognition Recognition of your involvement featured on Going Places website & newsletter					
Social Media Recognition Recognition integrated into Going Places social media channels					
Television/Radio Media Potential mention on all national, local TV & radio press					
Website Inclusion Name and/or Logo and website link prominently displayed on the Going Places website for one year.					