

Dancing with the
Community Stars

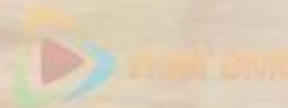


Dance-A-Thon

For Mission Accomplished Transition Services

CORPORATE & COMMUNITY PARTNER DECK

#Dance4Careers



ABOUT THE DANCE-A-THON

The Dance-A-Thon is an 8-hour fundraiser that takes place during a global initiative called Global Youth Service Day (GYSD – www.gysd.org). GYSD is the largest and only international service day dedicated to celebrating and engaging millions of youth and adults committed to service. The Dance-A-Thon brings the Capital Region’s community leaders and influencers together to dance in support of Mission Accomplished Transition Services, an organization established in 2012 to help aspiring young professionals prepare for the global economy by providing access to coaching, job training and professional development.

The Dance-A-Thon was established by our beloved intern, Kiera, from the School of Social Welfare at the University at Albany. In 2015, she created this event as part of a service project. Within the first year, Kiera helped us raise \$888. Since then, the Dance-A-Thon has grown exponentially,

raising nearly \$13K and becoming the largest fundraiser for Mission Accomplished to support our career education and coaching programs.

Our organization prepares students aged 13-35 in high school, college or trade school as they journey to find their purpose, develop professional skills and transition into the global workforce, higher education, charitable giving and community engagement. The Dance-A-Thon gives Mission Accomplished the opportunity to acknowledge 30 community stars and influencers who mentor and coach young professionals like the students we support.

Every day throughout the Capital Region young professionals from 21 higher education institutions and more than 60 high schools are preparing to transition from the classroom into the global workforce. Get involved and sponsor this event to help us continue making a positive impact in the lives of our students!

TIME

12pm - 8pm

DATE

Saturday, April 13, 2019

PLACE

Hackett Middle School
45 Delaware Ave.
Albany, NY 12202

MATRANSITIONSERVICES.ORG

SPONSORSHIP OPPORTUNITIES

DANCING MACHINE: (FEATURED SPONSOR) \$8,000

- Co-MC 4 hours of the event
- Company logo will appear on all t-shirts
- 1 vendor table in a prime location
- 1 full page ad in the event program
- 10 Event tickets: 2 to the Friendsgiving Dinner, 4 to the Dance-A-Thon Launch Party, 4 to the Dance-A-Thon
- Your banner will be displayed
- Sponsor one 7-up challenge
- Acknowledgment on all marketing materials, including radio ads for all Dance-A-Thon related events

Fingerprint
Secured this spot!



SATURDAY NIGHT FEVER: (LIMITED TO 4 SPONSORS) \$3,000

- Company logo will appear on all t-shirts
- 1 vendor table in a prime location
- 1 full page ad
- 8 Event tickets: 2 to the Friendsgiving Dinner, 2 to the Dance-A-Thon Launch Party, 4 to the Dance-A-Thon
- Your banner will be displayed
- Sponsor one 7-up challenge
- Acknowledgment on marketing materials, including radio ads for all Dance-A-Thon related events

SPONSORSHIP OPPORTUNITIES

YOU'RE A BRICK HOUSE: \$1,000

- Company logo will appear on all t-shirts
- 1 vendor table in a prime location
- 1/2 page ad
- 6 Event tickets: 2 tickets to the Friendsgiving Dinner, 2 to the Dance-A-Thon Launch Party, 2 to the Dance-A-Thon
- Your banner will be displayed
- Acknowledgment on print and digital marketing materials for all Dance-A-thon related events



DO THE HUSTLE: \$500

- Company logo will appear on all t-shirts
- 1 vendor table in a prime location
- 1/4 page ad
- 4 Event tickets: 2 to the Dance-A-Thon Launch party, 2 to the Dance-A-Thon
- Your banner will be displayed
- Acknowledgment on print and digital marketing materials for all Dance-A-Thon related all events

SPONSORSHIP OPPORTUNITIES

CUSTOMIZE YOUR SPONSORSHIP:

- Instruct a dance for 1 hour (value: \$100)
- Donate fruit and/or water
- Donate swag bag items
- Donate gift card as raffle items (value \$10-100)
- Sponsor a ticket for one or more young people who cannot afford to purchase a ticket

Benefits:

We will list your name or company name in the program and other perks, depending on the value of your sponsorship commitment.

**We look forward to seeing you
on the dance floor!**

Any questions or comments
please feel free to reach out to Coach Carmen:
cduncan@matransitionservices.org



Empowered by our featured sponsor, Fingerpaint, a full-service marketing firm in Saratoga Springs, our entire community of faith-based organizations, high schools, colleges and universities, institutions of arts and culture, and businesses will come together for this unique event. The Mission Accomplished Team, Board of Directors, our volunteers, dancers and generous sponsors will be the backbone of this transformative event in the Capital Region.

SPONSOR CHALLENGES

Top-level sponsors will lead a 7-Up Challenge every hour (at 7-minutes before the top of the hour) to promote their company services or products.

In “Compete for the Cause” top-level sponsors will participate in a dance-off for a chance to be named the Mission Accomplished “Top Dancer.”

Your Sponsorship Empowers Our Local Rising + Aspiring Young Professionals

Every day throughout the Capital Region, aspiring and rising young professionals from 21 higher education institutions and more than 60 high schools are preparing to transition from the classroom into the global workforce. Mission Accomplished Transition Services and our partners help students:

- locate and secure viable employment with the support of our local business community; and
- identify charitable organizations to invest their time, talent and treasure (money).

New Media Approach to Highlight Sponsors

We are implementing the traditional ways of recognizing sponsors - print, digital media and radio, and adopting a few new media approaches designed to ensure our sponsors receive the full benefit of this mass mobilization.

In the past, we have stuck to using Facebook and radio public service announcements. *For 2019 we will webcast the Dance-A-Thon event live.*

- *Top-level sponsors will be able to advertise during the broadcast through the 7-up challenges.*
- *Use social networking tools to increase the depth and breadth of this event, particularly via Facebook + Twitter.*
- *Announce sponsors as they sign on to the webcast to our participants.*
- *Periodically broadcast the status of funds raised.*
- *Announce community stars as they are selected through the nomination process.*
- *Feature top-level sponsors as part of these notifications.*

QUOTES FROM A SPONSOR & ALUMNA

"I just wanted to express my gratitude for the recognition given to Sunmark at the 2017 Dancing with the Community Stars Dance-A-Thon at your event. I was happy to accept on behalf of the Credit Union and the Foundation. You did a wonderful job recognizing your community stars. We look forward to a long relationship with you and Mission Accomplished. Thank you for all you do! "

Bryan Delahanty

Executive Vice President and CFO, President
at Sunmark Charitable Community Foundation
2017 Dance-A-Thon Sponsor

"Attending the event allowed me to reconnect with neighbors while helping a worthy organization that helped me on my professional journey. "

Karanae

2017 Mission Accomplished Transition Services Alumna