



**GOLDEN GALA 2023
SPONSORSHIP OPPORTUNITIES**

GOLDEN GALA POS NYC

**THE ANDREW MCDONOUGH B+ FOUNDATION
NYC YOUNG PROFESSIONALS CHAPTER**



THE ANDREW MCDONOUGH B+ FOUNDATION

The Andrew McDonough B+ Foundation® honors the life of Andrew McDonough. Andrew battled leukemia, septic shock and complications of childhood cancer for 167 days before passing away on July 14, 2007, at the age of 14. Andrew's B+ blood type became his family's and friends' motto throughout his fight against childhood cancer – to “Be Positive”.

As the nation's largest provider of financial support to children and families fighting childhood cancer, The B+ Foundation aims to “Do Good” for children affected by childhood cancer by funding critical, cutting-edge cancer research, providing financial assistance to families, and increasing awareness of childhood cancer through nationwide advocacy and outreach.





BEPOSNYC & THE GOLDEN GALA



The Young Professionals NYC Chapter of The B+ Foundation, BePosNYC, was founded in 2013 to support the mission of The B+ Foundation in the New York metro area. BePosNYC is committed to bringing together young people to further raise awareness and money to fund critical childhood cancer research and assist families of kids with cancer nationwide. BePosNYC is the largest regional young professionals chapter of the The B+ Foundation.

Each year, BePosNYC engages thousands of 21-39 year-olds in the New York City area through annual initiatives and events, the largest of which is the annual Golden Gala. The Golden Gala brings together hundreds of people each year in a fun, high-energy setting to raise money, raise awareness, and celebrate the kids who fight so hard every day. Gold is the official color of childhood cancer awareness.



CONTRIBUTING DONOR

Contributing donors are the heart and soul of BePosNYC - thanks to donors like you, we are able to execute wonderful fundraising events that make a direct impact on the lives of children and families fighting childhood cancer.

Contributing Donors will receive inclusion of their names and/or logos on event materials.





SUPPORTING SPONSOR

Benefits may include:

- One temporary social media post during the event
- One permanent social media post before or after the event
- Logo inclusion on event tickets and invitation graphics as a Supporting Sponsor
- Logo inclusion in event signage
- Logo inclusion and highlight in post-event email blast
- Two tickets to the event





PRESENTING SPONSOR

Benefits may include:

- Two temporary social media posts, one before and one during the event
- Two permanent social media posts before or after the event
- One targeted email blast to the BePosNYC distribution list
- Verbal recognition at the event
- Logo inclusion on event tickets and invitation graphics as a Presenting Sponsor
- Logo inclusion in event signage
- Logo inclusion on the event step & repeat photo backdrop
- Logo inclusion and highlight in post-event email blast
- Four tickets to the event





OTHER SPONSOR BENEFITS

We can create custom sponsor packages based on your needs and goals. Below is a comprehensive list of benefits if you are looking for something unique.

- Instagram posts on the @beposnyc page
- Instagram posts on the @bepositive main page
- Posts on The B+ Foundation Facebook page (27K followers)
- Email blasts to the BePosNYC database
- Verbal recognition at the event
- Logo inclusion on event tickets and invitation graphics
- Logo inclusion in event signage
- Logo inclusion on the event step & repeat photo backdrop
- Logo inclusion and highlight in post-event email blast
- Tickets to the event
- Branded installations or activations
- Branded giveaways
- Sponsored cocktail





CONTACT BEPOS NYC

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Website [BePosNYC Online](#)

Instagram [@beposnyc](#)

