

Event Sponsorship Proposal



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TO SPONSOR](#)

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Welcome *Letter*

TO OUR DEAR FRIENDS OF SAGE

We are thrilled to extend a heartfelt invitation for you to partner with us for our upcoming Roses From Concrete Gala. This will be a powerful evening that celebrates resilience, honors hope, and raises essential funds to support youth in underserved communities who are rising against all odds.

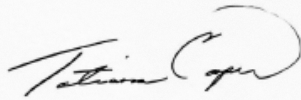
Inspired by Tupac Shakur’s iconic poem “The Rose That Grew from Concrete,” this gala symbolizes the strength and beauty of young people who, despite facing systemic challenges and limited resources, continue to push forward and blossom. Just as Tupac’s rose grew through the crack in the concrete, a place where nothing was ever expected to thrive, our youth are defying expectations, fueled by potential, determination, and community support.

The Roses From Concrete Gala is more than an event. It is a movement! Funds raised will directly support weekly programming that focuses on academic achievement, professional development, and social awareness which are our core pillars that help our youth not only navigate adversity but rise above it.

Your sponsorship helps lay the foundation that allows our “roses” to grow. It tells every young person in our programs that their journey matters, that their struggle is seen, and that their success is worth investing in. By supporting us you are not only supporting a gala; you are helping to break cycles, build futures, and breathe life into dreams.

We are excited to share special benefits and opportunities where your business can be widely visible and promoted at this year’s gala. Enclosed is a detailed sponsorship package outlining the many ways your support can make a tangible impact. We welcome the opportunity to speak with you further and explore how we can build something truly beneficial together. Thank you for considering this meaningful collaboration.

With gratitude,



Tatiana Cooper
SAGE EXECUTIVE DIRECTOR



About Us

Mission Statement

Saving Adolescent Girls Everywhere, Inc. (SAGE, Inc.) works to empower adolescent girls ages 12-18 by providing weekly programming on academic success, professional development, and social awareness. SAGE is a 501c3 organization that is a girls' mentorship program rooted in love, structure, and leadership. Since launching in Raleigh, we've built a community that nurtures confidence, self-advocacy, and purpose in girls ages 12-18. We serve young ladies from underrepresented backgrounds and aim to create spaces where they can grow into leaders of impact.

What We Do

Our programming includes weekly mentoring sessions, leadership workshops, community service projects, mental health check-ins, and college/career readiness experiences. We meet every Thursday and offer consistent meals, programming, and meaningful engagement throughout the school year.

Overall Impact

- 100% High School and Middle School Graduation Rate
- 100% College Acceptance Rate
- Completion of 820 programs
- Over 13,480 Meals provided to participants
- 98% Participant Retention
- 99% of our girls report improved confidence and communication skills
- Partnered with 20+ local schools and community organizations
- Served over 1,000 adolescent girls through programming and community outreach

Key Acknowledgment

- SAGE is the only all-girls organization contracted with the City of Raleigh
- We currently have a wait list of 367 Girls for school year 2024-2025
- Major Partners: Southeast Raleigh YMCA, NC Courage Soccer, Wake County Public Schools System, and Raleigh Parks and Recreations, No Woman No Girl Initiative.

Media Outlets and Marketing Channels

- SAGE has been featured on ABC 11, WRAL, CBS 17, Bacon Magazine, Triangle Tribune, Choice FM 92.1, K97.5 Radio, and Oak 93.5FM Radio.
- Social Media, website and email marketing: Over 500,000 impressions.

Why Your Support Matters

Your support helps us expand our reach, provide vital resources, and ensure every girl in our program is seen, supported, and equipped to lead and take on a future career. Sponsorship makes it possible for us to have this amazing event and this will allow us to fund raise for specific goals which are 2 fully funded out of state college tours, employment for tutors, mental health personnel, and scholarship/college coordinators. We are also aiming to expand and serve more girls and we will be able to utilize funding from this event toward transportation and this will allow us to buy more meals which are our two biggest needs.

Success Stories

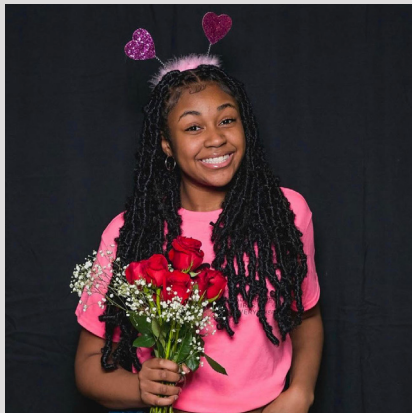


MACKENZIE FENNELL

“Sage provides us with a safe, nonjudgmental space for us girls to discuss our experiences and offer emotional and practical support to one another. Providing good learning and growth experiences, cultivating ongoing relationships with loving mentors, implementing life-enhancing programs and character development experiences, and, finally, encouraging hope and opportunity. “

DECHEYIA ROBERTSON

“SAGE has been a very beneficial program for me. Before Sage I really didn’t know what I wanted to be when I grow up. Now after joining and seeing all the different things I can be and having the opportunity to dabble and dab in different things while in the program, I decided I want to become a nurse and work on opening my own business as a travel nurse. I couldn’t have chosen a better place to be than SAGE!!”



NAILAH DALEY

“I love SAGE so much. It has opened many opportunities for me. I’ve done things I probably never thought would be able to happen. Coach Tati is such a great person. She has all the girls’ best interests at heart. I am a freshman and I know I will be in the SAGE program all 4 years.”

Event Flyer

Theme

The Rose That Grew From Concrete



Event *Details*

Event Mission

The Roses from Concrete Gala is a powerful evening of purpose, celebration, and impact. Our mission is to raise vital funds that will empower teen girls, ages 12 to 18, by providing them with the resources, support, and opportunities they need to overcome adversity, thrive in their communities, and step confidently into a future filled with promise. Through this event, we aim to nurture the brilliance that blooms in even the toughest environments offering access to mentor-ship, mental wellness programs, career readiness, and pathways to equitable, income-generating opportunities. Together, we will cultivate a generation of resilient, healthy, and successful young women who are not only surviving, but flourishing.

Key Highlights

01

Venue

McKimmon Center

02

Date/Time

Saturday, November 22, 2025 5-8pm

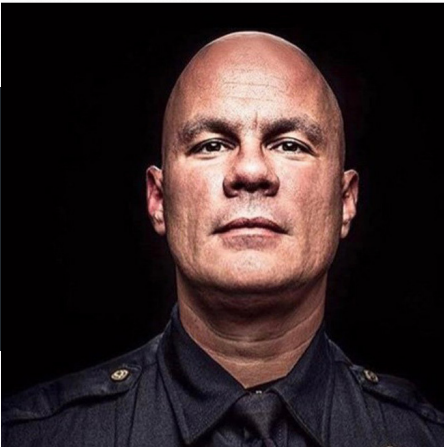
03

Features

3-course meal, Beer and Wine, Entertainment, Celebrity and Elected Official Appearances, Silent Auction, and Live Interviews

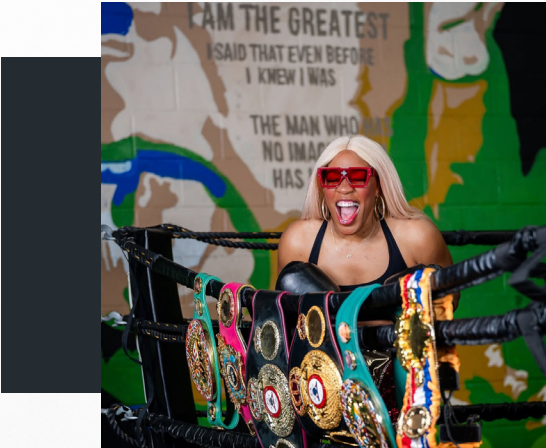


Confirmed Celebrity Guests



OFFICER TOMMY NORMAN
Philanthropist Community Police Officer
Over 3.8 Million Following

BIRGUNDI BAKER
Actress on SHOWTIME'S Hit Show THE CHI
Over 425K Following



FRANCHÓN CREWS-DEZURN
1st Undisputed Super Middle Weight World
Champion Boxer
Over 45.8K Following

Previous Sponsors Include

Towne Bank, First Carolina Bank, AvanceCare North Wake Forest, Underdog Solutions, Keaton Barrow Realty, UR Church Childcare, Haven Farm, ABC 11, NC IDEA, Scoutenger Executive Coaching, Superior Clinical Research, and Blue Water Spa.

Sponsorship *Benefits*

What You'll Receive

We believe in creating meaningful, mutually beneficial partnerships. Depending on your sponsorship tier, benefits may include:

01

Marketing Table Placement

Your company will have a featured table at the event, staffed by one representative. This setup is ideal for sharing materials, engaging with attendees, and showcasing your brand in a high-traffic area.

02

Exclusive Sponsor Gift Bags

Sponsors will receive exclusive, curated gift bags as a token of appreciation. These premium packages offer a luxurious touch and reflect our gratitude for your support and partnership.

03

5-Minute Presentation Opportunity

As a Title Sponsor, you'll receive a five-minute speaking slot to share your mission, promote your business, and personally connect with the audience.

04

Branded Table Signage

Each sponsor will receive elevated signage at their table, featuring their company name or logo. This enhances visibility and reinforces your brand's presence throughout the event.

05

Signage Promotion

Your company's name and logo will be featured on event signage, including banners, printed displays, and digital screens throughout the venue. This ensures high visibility and lasting brand impressions for all in-person attendees.

06

Verbal Recognition

Your company will receive verbal acknowledgment during the event. This public recognition helps reinforce your alignment with our mission and raises awareness of your support among attendees.

07

QR Code in Event Materials

A branded QR code linking directly to your website or a dedicated campaign page will be included in the official event materials. This interactive feature makes it easy for attendees to connect with your business during and after the event.

08

Social Media Promotion

SAGE will highlight your company on our social media channels. Posts and stories before, during, and after the event will promote your business and enhance ongoing brand visibility.

09

Social Media Video Ad

Showcase your business with a 30-second video ad shared on SAGE's official social media platforms. This engaging format helps you communicate your message to a relevant, invested audience.

10

On-Screen Video Ad

Your company's logo or promotional video will be featured on video screens throughout the event. This real-time exposure reinforces brand awareness with a live, in-person audience.

11

Celebrity Social Media Spotlights

Select sponsors may be promoted on the social media platforms of our celebrity guests, who together reach more than 3.8 million followers. These organic shout-outs expand your exposure and associate your brand with trusted public figures.

12

Website Promotion

Your company's logo will be featured on the SAGE website. This digital recognition adds credibility and provides long-term visibility for your brand in alignment with a meaningful cause.

13

Program Recognition

Depending on your tier, your business will receive a full-page ad or logo placement in the official printed event program. Ads may include your logo, a short message, and a scannable QR code that links to your site or a special promotion.

14

Attendee Contact Information

You will receive access to the attendee email list, including names and contact details. This allows your team to follow up with potential leads and build future relationships.

15

Media Mentions

Your company will receive special mention in all media communications related to the event. This includes press releases, interviews, and post-event coverage, expanding your reach beyond the room.

Sponsorship *Levels*

We are happy to tailor sponsorship packages to align with your brand's goals. Customization options are available for each level. Let us collaborate to create a partnership that delivers maximum impact and visibility.

Gold - \$10,000

This premium level offers maximum exposure and recognition as the Title Sponsor of the event.

Benefits include:

- Reserved 8-person VIP table at the event
- 5-minute opportunity to address the audience during the gala
- 30-second promotional video played during the event
- Video ad featuring your company logo displayed on event screens
- Promotional video shared on SAGE's official social media channels
- Social media spotlight from celebrity guests (combined reach: 3.8+ million followers)
- Company logo featured on the SAGE website
- QR code linked to your website included in event materials
- Marketing table with one company representative present
- Elevated table signage with your company name or logo
- Logo displayed prominently at our Downtown location
- 1-page advertisement in the printed event program
- Business logo or sponsor name included in the event program
- Dedicated social media post from SAGE
- Verbal acknowledgment during the event
- Logo featured on promotional banners and event signage
- Special mention in all media outreach
- Access to the attendee email list
- Exclusive sponsor gift bags

Silver - \$5000

Perfect for businesses seeking to support a meaningful cause while gaining visibility.

Benefits include:

- Reserved 8-person VIP table at the event
- Video ad featuring your company logo displayed on event screens
- Promotional video shared on SAGE's official social media channels
- Social media spotlight from celebrity guests (combined reach: 3.8+ million followers)
- Company logo featured on the SAGE website
- QR code linked to your website included in event materials
- Marketing table with one company representative present
- Elevated table signage with your company name or logo
- Business logo or sponsor name included in the event program
- Dedicated social media post from SAGE
- Verbal acknowledgment during the event
- Logo featured on promotional banners and event signage
- Special mention in all media outreach
- Exclusive sponsor gift bags

Bronze - \$1000

An excellent entry point for businesses looking to contribute to the event while gaining some visibility.

Benefits include:

- Reserved 4-person VIP tickets to the event
- Company logo featured on the SAGE website
- QR code linked to your website included in event materials
- Business logo or sponsor name included in the event program
- Dedicated social media post from SAGE
- Verbal acknowledgment during the event
- Elevated table signage with your company name or logo
- Logo featured on promotional banners and event signage
- Exclusive sponsor gift bags

Pearl - \$500

A great option for small businesses looking to show support and gain local visibility while being part of a meaningful community event.

Benefits include:

- Reserved 2-person VIP tickets to the event
- Company logo featured on the SAGE website
- QR code linked to your website included in event materials
- Business logo or sponsor name included in the event program
- Verbal acknowledgment during the event
- Logo featured on promotional banners and event signage
- Exclusive sponsor gift bags

Our *Past Events*



How to *Become a Sponsor*

01

Choose your sponsorship level.

02

Click or scan the QR code below to submit your sponsorship funds.



03

Upload your logo and promotional materials to Tatiana Cooper at tatiana.cooper@sagegirls.net.



Partner *With Us*

Sponsoring this year's Roses From Concrete Gala is more than a marketing opportunity; it's a powerful statement about your values. You'll be directly contributing to long-term, measurable change in the lives of young ladies who need it most.

Let's work together to inspire the next generation of leaders and change agents.

What You Make Possible

Your support doesn't just make an event possible it changes lives.

Thanks to your sponsorship, we're able to expand our reach, provide vital resources, and ensure that every girl in our program is seen, supported, and equipped to lead. This event is more than a celebration; it's a fundraiser for specific, high-impact goals.

How Funds from the Event Will Be Used

- Fully fund 2 out-of-state college tours
- Provide employment for tutors, mental health staff, and scholarship coordinators
- Expand our program to serve more girls
- Meet our two biggest ongoing needs:
 - Reliable transportation
 - Nutritious meals for every participant

Every dollar raised helps us build a future where more young women are prepared, empowered, and positioned for success.

Contact Us

To explore sponsorship or request a custom package, contact:

Tatiana Cooper, Executive Director

✉ tatiana.cooper@sagegirls.net

☎ (919) 928-3978

🌐 Visit us at sagegirls.net for more details.