

# SPONSORSHIP OPPORTUNITIES 2020



**Banyan Community is rooted in the Phillips neighborhood to transform lives by developing youth, strengthening families, and creating community.**

While the Phillips neighborhood has many strengths, it also faces many challenges. Forty percent of children live in poverty. Many adults struggle to find work as the unemployment rate for the neighborhood hovers around 10%. Only 66% of students in our neighborhood graduate from high school. Banyan youth graduate from high performing schools at a 98% rate and receive an average of 3 college acceptances. They are the first in their family to attend college and often the first to graduate from high school.

Banyan Community recognizes that in order for people in poverty to thrive and succeed, whole families AND the larger community must be connected. Banyan creates educational pathways for youth to develop leadership skills, engage in positive and meaningful relationships with peers and adults, and broaden their horizons.

At Banyan, lives are transformed. Not just youth in youth programs, but parents and community members all come together to understand that we have developmental assets that can be amplified while learning additional life skills that can strengthen our grip for the future.



This year there are two unique opportunities that allow us to widen our network of support for our thriving community – the **Banyan Leadership Breakfast** and the **Annual Banyan Dinner**. Through sponsorship of these events you can participate in the continual growth Banyan supports in youth and families.

More information is enclosed in this information packet. Contact Keri Clifton, Development Officer, at 612.722.8512 or [keri@banyancommunity.org](mailto:keri@banyancommunity.org) with questions. For inclusion in all marketing materials around the event, we require commitment 6 weeks in advance of the event.

## neighborhood stats\*



The City of Minneapolis four-year high school graduation rate is **69%** and drops to **62%** for Black or African American youth and **57%** for Latino youth.\* The graduation rate for Banyan youth is **98%**.

\*2013-2017 American Community Survey 5-Year Estimates

\*Minneapolis Public Schools Class of 2018 and graduation in 2018

# Building a Bridge for Banyan's Leaders



Each year Banyan Community brings together 150-200 leaders for an inspirational morning to network and discuss the future of urban America. This year, the breakfast takes place on **April 24<sup>th</sup> from 7:30-9:00am** in the Phillips neighborhood of Minneapolis, the home of Banyan Community.

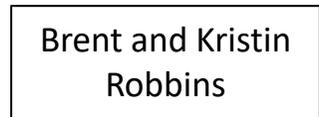
As a sponsor and attendee of the *Banyan Leadership Breakfast*, you provide the financial support to build the bridge to opportunities for Banyan youth, the future workforce and 1<sup>st</sup> generation business leaders, and add to the network of support for these future leaders.

**Audience** – Sponsorship provides your brand visibility to a wide range of leaders from the metro area. In general, they are business owners, C-Suite and executive level management from a variety of industries. It is an opportunity to meet new clients and business partners, share your brand story, or enter a new market.

**Program Details** – The morning includes breakfast and inspiration from speakers that will motivate us to build bridges for 1st generation business leaders. Past speakers have included Dr. Reatha Clark King, Coach Jerry Kill, Dr. Bill McGuire and innovative leaders from MSP Business Journal's 40 under 40.



**2019 Sponsors include:**



# ANNUAL BANYAN DINNER

Our Annual Dinner celebrates the partnership of our supporters and our community members as we close the opportunity gap! Be a part of the success and partner with us to create opportunity and transform the lives of youth and families in Phillips.

This year the dinner will take place on a **Sunday evening in the Fall of 2020 from 5:00 - 8:00 PM** at Banyan Community. This is a ticketed event.

As a sponsor of the *Annual Banyan Dinner* and attendee, you provide the financial support to make transformation possible.

**Audience** – Sponsorship provides your brand visibility to over 200 supporters of the work of Banyan. In general, they are middle class to upper class professionals from a variety of industries. They include Traditionalists, Baby Boomers, Gen X, and Millennials. It is an opportunity to meet new clients and business partners, share your brand story, or enter a new market.

**Program Details** – The theme of the event will invite guests to experience the party throughout our 30,000 square foot home featuring a progressive dinner and cash bar. Our Community Council and high school youth will be in attendance engaging with guests and sharing the firsthand impact of Banyan's work. Everyone will then gather in our gym for dessert and a short presentation to conclude the evening. Complimentary valet parking will be offered to all guests to ensure comfort and security in the neighborhood.

**2019 Sponsors Include:**

**Deloitte.**

**AllinaHealth** 

**Restoration**   
WATER DAMAGE EXPERTS

**CRF**   
USA.  
Capital for Communities –  
Opportunities for People®

**US Private Wealth**  
Management  
U.S. Bank





# 2020 Sponsorship Levels

<b>Transformer</b> \$15,000	<ul style="list-style-type: none"><li>• Lead event sponsor</li><li>• Speaking engagement for your employees on Asset Based Community Development</li><li>• Access to Banyan's space for team community event</li><li>• Prominent logo placement on website, invitations, and social media</li><li>• Mention by emcee at event during the program</li><li>• Listing in program materials at event and logo with business name listed on your table</li><li>• Listing in the Annual Report</li><li>• 2 tables to fill with your guests (8 per table)</li></ul>
<b>Bridge</b> \$10,000	<ul style="list-style-type: none"><li>• Access to Banyan's space for team community event</li><li>• Prominent logo placement on website, invitations, and social media</li><li>• Mention by emcee at event during the program</li><li>• Listing in program materials at event and logo with business name listed on your table</li><li>• Listing in the Annual Report</li><li>• 2 tables to fill with your guests (8 per table)</li></ul>
<b>Reaching</b> \$7,500	<ul style="list-style-type: none"><li>• Prominent logo placement on website, invitations, and social media</li><li>• Mention by emcee at event during the program</li><li>• Listing in program materials at event and logo with business name listed on your table</li><li>• Listing in the Annual Report</li><li>• 1 table to fill with your guests (8 per table)</li></ul>
<b>Rising</b> \$5,000	<ul style="list-style-type: none"><li>• Mention by emcee at event during the program</li><li>• Listing in program materials at event and logo with business name listed on your table</li><li>• Listing in the Annual Report</li><li>• 1 table to fill with your guests (8 per table)</li></ul>
<b>Rooted</b> \$2,500	<ul style="list-style-type: none"><li>• Listing in program materials at event and logo with business name listed on your table</li><li>• Listing in the Annual Report</li><li>• 1 table to fill with your guests (8 per table)</li></ul>



Banyan Community is seeking sponsors to support either the **Banyan Leadership Breakfast**, the **Annual Banyan Dinner** or both events during 2020. Levels listed reflect opportunities per event. With questions, please reach out to Keri Clifton, Development Officer, at [keri@banyancommunity.org](mailto:keri@banyancommunity.org) or 612.722.8512.

[www.banyancommunity.org](http://www.banyancommunity.org)