

# GIG THE 2017 GALA IN GOTHAM

Thursday, June 8th  
6:00pm

The Green Building,  
Brooklyn, NY



## OUR MISSION

**Brooklyn Workforce Innovations (BWI)** helps jobless and working poor New Yorkers establish careers in sectors that offer good wages and opportunities for advancement. BWI's mission is to empower low- and moderate-income people by creating living-wage employment opportunities and access to career paths. Currently BWI helps men and women start careers in commercial driving, low voltage cable installation, TV and film production, and skilled woodworking. The organization also leads an innovative partnership with the New York City Housing Authority (NYCHA), through which BWI trains public housing residents for upwardly-mobile jobs with NYCHA. BWI also leads employer-customized training initiatives and, for those at the earliest phases of job readiness, offers free Driver's License access paired with career development support.

All of BWI's programs use a long-term, wrap-around approach that considers each trainee's needs and strengths, and removes barriers to employment. We focus on helping people access industry-recognized certifications, and every trainee is offered free financial coaching, on-site public benefits access and advocacy, and other supports that take our work far beyond training and job placement.

BWI is in its 17th year training and connecting some of the city's most disadvantaged men and women to employment. Despite a stabilizing economy, long-time economically challenged communities of New York City continue to struggle with high percentages of poverty and unemployment. Our work to prepare individuals for in-demand, sector-based employment is just as crucial as it was when BWI first began.

## OUR EVENT

BWI will bring together local businesses, community partners, program alumni, and others who support job training as a key strategy in the fight against poverty for a festive cocktail reception on June 8th. The event will feature drinks and hors d'oeuvres as well as an opportunity to network and learn about the work BWI does on behalf of New Yorkers every day. Please join us in celebrating our work and the tremendous impact our programs are making!

Your sponsorship directly supports BWI's continued efforts to create and deliver highly effective job training and placement programs, which produce unprecedented impact on behalf of our most impoverished neighbors. Please direct sponsorship inquiries or other questions about the event to Shawn Hegele at 347-687-8901 or [shegele@bwiny.org](mailto:shegele@bwiny.org).

## SPONSORSHIP LEVELS

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### \$25,000

#### Presenting Sponsor (limited to one sponsor)

- Eighteen (18) tickets to the 2017 Gala in Gotham
- Podium remarks by Presenting Sponsor representative
- Company logo on lighting spotlights (“gobos”) at entrance to event
- Company logo premier placement within presentation
- Company logo premier placement on event program
- Company logo placement on invitation, save the date, and other electronic marketing collateral
- Special recognition in event press release
- Premier placement of company logo on BWI website; post-event company recognition on Event photo site

### \$15,000

#### Diamond Sponsor

- Twelve (12) tickets to the 2017 Gala in Gotham
- Special recognition from event podium
- Branded signature event cocktail
- Premier advertisement in bi-fold event program
- Company logo premier placement on event program
- Company logo premier placement within presentation
- Company logo placement on invitation, save the date, and other electronic marketing collateral
- Special recognition in event press release
- Premier placement of company logo on BWI website; post-event company recognition on Event photo site

### \$5,000

#### Platinum Sponsor

- Eight (8) tickets to the 2017 Gala in Gotham
- Special recognition from event podium
- Option to provide branded giveaways at the event
- Company logo premier placement within presentation
- Company logo premier placement on event program
- Company logo placement on invitation, save the date, and other electronic marketing collateral
- Company name in event press release
- Premier placement of company logo on BWI website; post-event company recognition on Event photo site

### \$3,500

#### Gold Sponsor

- Six (6) tickets to the 2017 Gala in Gotham
- Company logo recognition within presentation
- Company logo placement on invitation, save the date, and other electronic marketing collateral
- Company name in event press release
- Premier placement of company logo on BWI website; post-event company recognition on Event photo site

### \$2,000

#### Silver Sponsor

- Four (4) tickets to the 2017 Gala in Gotham
- Company logo recognition within presentation
- Company logo placement on invitation, save the date, and other electronic marketing collateral
- Premier placement of company logo on BWI website; post-event company recognition on Event photo site

### \$1,000

#### Bronze Sponsor

- Two (2) tickets to the 2017 Gala in Gotham
- Company name recognition within presentation
- Company name placement on invitation, save the date, and other electronic marketing collateral
- Placement of company name on BWI website

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BWI is a 501(c)(3) charitable organization. Contributions are tax-deductible for federal income tax purposes. The portion of this contribution that is deductible for federal income tax purposes is limited to the excess of any money contributed above the value of the goods or services provided by us. The good faith estimate of the value of goods or services for the cocktail reception is \$50 per ticket.

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## SPONSORSHIP COMMITMENT FORM

Sponsorship Level:

\_\_\_\_\_

Enclosed check amount:

\$ \_\_\_\_\_

I cannot attend, but wish to make  
a contribution of:

\$ \_\_\_\_\_

Please make checks payable to:  
Brooklyn Workforce Innovations

Please print information as you would like it to appear on all listings:

Company :

\_\_\_\_\_

Name:

\_\_\_\_\_

Title:

\_\_\_\_\_

Telephone:

\_\_\_\_\_

Company Address:

\_\_\_\_\_

Suite/Floor:

\_\_\_\_\_

Email:

\_\_\_\_\_

City:

\_\_\_\_\_

State:

\_\_\_\_\_

Zip:

\_\_\_\_\_

Please [click here](#) to share your guests' names for our attendee list.

**Note:** Please scan and email this Sponsorship Form to Shawn Hegele at [shegele@bwiny.org](mailto:shegele@bwiny.org), or mail it to the address on the right.

**Thank you so much for your support of  
BWI's poverty-fighting work!**

**All checks should be made payable to:  
Brooklyn Workforce Innovations and mailed,  
along with this form to:**

**Shawn Hegele, Director of Fundraising**  
Brooklyn Workforce Innovations  
621 DeGraw Street  
Brooklyn, NY 11217  
347.687.8901