

imagine.  
believe.  
achieve.

"A Night to Open Doors"  
2023 Gala Sponsorship  
Opportunities



catie's closet

Saturday, March 18, 2023 at 6pm  
Andover Country Club  
Andover, Massachusetts

imagine. believe. achieve.

**Dear Sponsor,**

On March 18, 2023 Catie's Closet will host "A Night to Open Doors" to raise \$250,000 for 75,000 children living in poverty across Massachusetts and New Hampshire. These vital funds support our mission, granting students critical access to clothing and other basic necessities that are crucial to their well-being.

Since last year, the demand for our services has tripled. Each year we've increased our ability to reach students across multiple communities with a myriad of needs. **We now operate 115 closets and help tens of thousands of kids each day.** Yet, this still doesn't address the full scale of need as we continuously receive an overwhelming number of requests for our services. That is why we need your help. For us to continue our work, we require greater support.

By contributing to "A Night to Open Doors" you join a community of loyal donors who understand that **Catie's Closet does more than just provide clothing, we give kids confidence and a reason to turn to school for a solution.** Our model allows students to immediately shop for themselves, selecting from clothing that is current and on trend so they can "fit in" with their peers and feel relieved of the burdens they carry.

Enclosed in this packet is a list of the ways you can support Catie's Closet on this special night. **Your support will give kids in poverty the freedom and the opportunity to imagine a future filled with possibilities, believe in their individual purpose, and achieve their wildest dreams.**

We hope you will consider donating to this effort and join us as we celebrate 12 years of impact and honoring Catie's memory.

**Sincerely,**

*Anne-Marie Sousa*  
**Anne-Marie Sousa**  
**Board President & Founder**

*Mickey Cockrell*  
**Mickey Cockrell**  
**CEO**

*Denise Trombly*  
**Denise Trombly**  
**Director of Operations**



# About Catie's Closet

*Give clothes. Give Confidence. When students have access to appropriate clothing, they go to school and stay in school, focused on learning and building their future.*

Catie's Closet provides clothing and toiletries to children living in poverty right within their school. Having appropriate clothing boosts students' self esteem and alleviates the visible burden of poverty. As a result, students are able to focus on their education, instead of worrying about fitting in.

Today, we have 115 closets in schools across Massachusetts and New Hampshire. We're serving 75,000 students and running two distribution centers. Closets are being requested at a record high. Another 250,000 children across MA & NH need our help. We are now expanding into Western Massachusetts and the Manchester, New Hampshire areas to help even more children in need.



## Youth in Poverty



1 in 5 students lack access to clothing, a key reason for absenteeism and academic underperformance



## Access to Basics



Catie's Closet helps by providing a free in-school resource for clothing & essentials



## Confident Youth



Kids stay in school and have access to the resources they need to succeed



## Catie believed...

*Catie believed in the power of education.*

*She believed that all students should have the opportunity to go to school and feel confident.*

*She learned that students in her school were struggling to have their basic needs met.*

*They didn't have access to clothes that fit, proper outerwear for winter or simple toiletries like soap and deodorant. Things that seem like basics to many, but to children living in poverty, these are luxuries.*

*Although Catie's life was short, her legacy lives on through Catie's Closet. We started Catie's Closet as a tribute to our beloved daughter, sister and niece. We opened our first closet 12 years ago at Lowell High School. The closet had an immediate impact on the school, and from there, Catie's Closet took on a life of its own as we expanded across the community.*

# Event Sponsorships

## WELCOME COCKTAIL RECEPTION SPONSOR - \$7,500

- Signage and naming recognition
- Logo included on event website
- Logo included on event décor e.g. napkins, table tents
- Listing in Catie's Closet Annual Donor Report
- 8 tickets to the Gala

## COFFEE & CORDIALS SPONSOR - \$7,500

- Signage and naming recognition
- Logo included on event website
- Logo included on event décor e.g. napkins, table tents
- Listing in Catie's Closet Annual Donor Report
- 8 tickets to the Gala

## BRONZE SPONSOR - \$5,000

- Yearlong recognition on our site as a Bronze Sponsor
- 1 social media promotion
- Recognition as Bronze Sponsor during the Gala
- Logo appearance on hold screens during the Gala
- Listing in Catie's Closet Annual Donor Report
- 4 tickets to the Gala

## FRIENDS OF CATIE'S CLOSET - \$2,500

- Yearlong recognition on our site as a Friends of Catie's Closet Sponsor
- 1 social media promotion
- Recognition as Friends of Catie's Closet Sponsor during the Gala
- Logo appearance on hold screens during the Gala
- Listing in Catie's Closet Annual Donor Report
- 2 tickets to the Gala

## INDIVIDUAL GALA TICKET - \$150

## TABLE OF TEN - \$1,500



# Help us say YES to 125,000 children



## "NEW CLOSET" SPONSOR - \$25,000

- Yearlong recognition as a "Circle Of Change" partner
- Custom Video Feature appearing on digital platforms.
- Featured in print platforms.
- Included in the launch of our "BeMe" initiative.
- Plaque in a chosen in-school Closet that you funded.
- Showcased in all Gala Event promotions.
- Two tables of 12 with premium placement at the Gala

## "BE ME" SPONSOR - \$20,000

- Yearlong recognition as a "Circle Of Change" partner.
- Featured in all digital and print platforms.
- Your company featured on "BeMe" clothing packages.
- Signage within in-school Closets as a "BeMe" partner.
- Showcased in all Gala Event promotions.
- Two tables of 10 with premium placement at the Gala

## "WALK IN MY SHOES" SPONSOR - \$15,000

- Yearlong recognition as a "Circle Of Change" partner
- Featured in all digital and print platforms.
- Custom Hangtag attached to all sneakers "BeMe" initiative
- Signage within in-school Closets as a "BeMe" partner
- Showcased in all Gala Event promotions
- One table of 12 with premium placement at the Gala

## "ADOPT A SCHOOL" SPONSOR - \$10,000

- Yearlong recognition as a "Circle Of Change" partner.
- Recognized supporter on the "Honor Roll" in print and digital media.
- Funding operations of an existing closet of your choice/1 year.
- Your company name in the adopted in-school closets
- Showcased in all Gala Event promotions
- One table of 10 with premium placement at the Gala

## "BASIC NECESSITIES" SPONSOR - \$5,000

- Yearlong recognition as a "Circle Of Change" partner.
- Funding Dignity with underwear, socks and toiletries for 500 kids
- Your company featured on the necessity's drawstring bag.
- Showcased in all Gala Event promotions
- 4 Tickets to the Gala



**CIRCLE OF CHANGE**  
*Together we create a world of tolerance and understanding*



# Donate an Item for our Silent or Live Auction

Every one of us has a story, an identity, and a mission. This is an opportunity for you to showcase your individuality and share what makes you or your company special as a **CIRCLE OF CHANGE** Partner.

- Create a themed gift basket of your choosing for our silent or live auction.
- Donate an item of your choosing.
- Tell us about your company mission and/or what you want your customers to know about you in a 75-word statement.
- Provide your logo for all feature opportunities.
- Your company will be featured along with your donation on all digital and print event advertising.

### Popular Gift Basket Suggestions:

Wine	Sports	Backyard Party
Food	Date Night	Home Sweet Home
Gift Cards	Family Fun	Movie Night
Scratch Tickets	Technology	All About Kids

### Popular Item Suggestions:

Laptop	Handbags	Wine
Tablet	Cigars	Trip
Kindle	Jewelry	Airline Tickets
Roomba	Grilling	Sporting Event/Concert

### Next Steps

- Say yes!
- Complete the commitment form and let us know your theme by February 15th.
- Arrange for pickup or delivery of your basket/item **by March 10th.**



Choose a Theme



Donate an Item

