



# Every Step of the Way

**"A NIGHT TO OPEN DOORS"**

2024 Gala Sponsorship  
Opportunities

Saturday, March 23, 2024 at 6pm  
Andover Country Club  
Andover, Massachusetts



catie'scloset

# Every Step of the Way

## Dear Sponsor,

### Gala Committee

Mimi Thomas, Chair  
Laura Bisson  
Mickey Cockrell  
Stephanie Gagne  
Kris Macdermott  
Jodie Payette  
Krista Petruzzello  
Alana Sheridan  
Sam Snizek  
Karen Soucy  
Anne-Marie Sousa  
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Alyson Stellos  
Erin Torres  
Denise Trombly  
Bethany Welch

### Board of Directors:

Anne-Marie Sousa, Chair  
Lynne Baril  
Katie Belanger  
Laura Bisson  
Al Doyle  
Rebecca Gilding  
Melissa Herman  
Jodie Payette  
Robin Seidman

On March 23, 2024 Catie's Closet will host "A Night to Open Doors" to raise \$350,000 for 150,000 children living in poverty across Massachusetts and New Hampshire. As we experience an unprecedented demand for our services, this event is critical to our mission of providing students in need with life-changing access to clothing and basic necessities.

We have grown tremendously over the last year and have celebrated very exciting milestones, including the opening of our Distribution Center in Western MA and our new Merrimack Valley Headquarters and Distribution Center. **We now operate 130 closets and help more than 90,000 children each day.**

In the midst of celebration and expansion, we are met with overwhelming numbers of children in need of support from our In-School Closet Program and SOS Urgent Response Program. There are currently more than 1,000 children on our urgent response waitlist and thousands of students are visiting our closets daily.

As these children endure unthinkable challenges and desperate feelings of loneliness and isolation, your support for a "A Night to Open Doors" allows us as a community to come together and be with them every step of the way. You have the power to help lift them up and help them overcome the obstacles in front of them.


Enclosed in this packet you will find the many ways you can support Catie's Closet on this special night.

We hope you will consider donating to this effort and join us as we continue our mission and promise to be with the children in our community every step of the way.

Sincerely,



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



**Mickey Cockrell**  
CEO



**Denise Trombly**  
Director of Operations



# Join Our Circle of Change

## **CLOSET SPONSOR - \$25,000**

***Invests in our in-school Closet program.***

- Yearlong web, event & media recognition and Gala promotion
- Photo and interview feature
- In-Closet plaque dedication
- Private tour of our Distribution Center
- Personalized employee engagement event
- Exclusive VIP invitation to Catie's Closet events
- Two tables of 12 with premium placement at the Gala

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

***Purchases urgent clothing and basic necessities.***

- Yearlong web, event & media recognition and Gala promotion
- Photo and interview feature on our blog
- Custom video package showcasing your company
- In-Closet recognition
- Private tour of our Distribution Center
- Personalized employee engagement event
- Exclusive VIP invitation to Catie's Closet events
- Two tables of 10 with premium placement at the Gala

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

***Provides students with brand new sneakers and footwear.***

- Yearlong web, event & media recognition and Gala promotion
- Custom sticker attached to 500 sneaker boxes delivered
- Private tour of our Distribution Center
- Personalized employee engagement event
- Exclusive invitation to Catie's Closet events
- One table of 12 with premium placement at the Gala

## **"SOS URGENT RESPONSE" SPONSOR - \$10,000**

***Ensures children in transition are provided with urgently needed relief.***

- Yearlong web, event & media recognition and Gala promotion
- Custom branded sticker on 100 SOS packages
- Virtual tour invitation of our Distribution Center
- Customized employee event
- Exclusive invitation to Catie's Closet events
- One table of 10 with premium placement at the Gala



Help us say Yes  
to 150,000 children





## 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 illuminated to her family 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. These are 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 14 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

**SOLD OUT**

### 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

**SOLD OUT**

### PARTNER SPONSOR - \$5,000

- Yearlong recognition on our site as a Partner Sponsor
- 1 social media promotion
- Recognition as Partner 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

### TABLE OF TEN - \$1,500

### INDIVIDUAL GALA TICKET - \$150

## 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.

- 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:

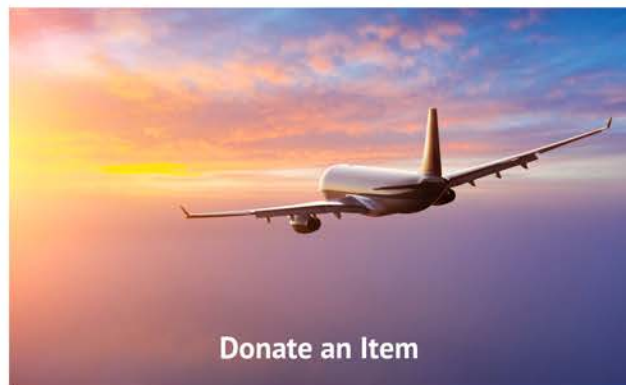
Laptop	Handbags	Wine
Tablet	Cigars	Trip
Kindle	Jewelry	Airline Tickets
Roomba	Grilling	Sporting Event/Concert

### 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



Donate a Basket





## About Catie's Closet

*Catie's Closet gives children in need life-changing access to clothing and basic necessities so they can thrive in school and in life.*

We operate two key programs: In-School Closet Program and SOS Urgent Response Program. With both programs, students either pick out or receive clothing items and life essentials that meet their most basic needs and help them feel their best. As a result, students can focus on their education, grow their confidence, and feel the burdens of poverty lift off their shoulders.

Today, we have 130 closets in schools across Massachusetts and New Hampshire along with dozens of social service agency partners. We serve 90,000 students from three distribution centers in Dracut, Boston, and Western MA.

Visit our website at [catiescloset.org](https://catiescloset.org) to learn more.

### Children in Your Community in Need



Thousands of students are living in poverty across Massachusetts and New Hampshire.



### An Immediate Solution to Meet Their Needs



Catie's Closet provides free, life-changing access to clothing and basic necessities.



### Empowerment for a Brighter Future



Children have the resources and support they need to thrive in school and in life.

# Every Step of the Way

## GALA SPONSORSHIPS

- ☐ CLOSET SPONSOR | \$25,000
- ☐ "BE ME" SPONSOR | \$20,000
- ☐ "WALK IN MY SHOES" SPONSOR | \$15,000
- ☐ "SOS URGENT RESPONSE" SPONSOR | \$10,000
- ☐ WELCOME COCKTAIL RECEPTION SPONSOR | \$7,500
- ☐ COFFEE & CORDIALS SPONSOR | \$7,500
- ☐ PARTNER SPONSOR | \$5,000
- ☐ FRIENDS OF CATIE'S CLOSET | \$2,500
- ☐ TABLE OF TEN | \$1,500
- ☐ INDIVIDUAL GALA TICKET | \$150

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

☐ Payment enclosed    ☐ Please send invoice    ☐ Contact me for credit card payment

☐ Pay as follows: \_\_\_\_\_