Save the Boundary Waters Gala 2023

Sponsorship Packet

Wednesday, September 20, 2023
Nicollet Island Pavilion - Minneapolis
Who We Are

The Campaign to Save the Boundary Waters is the main program of Northeastern Minnesotans for Wilderness (501(c)3). We are a locally-based national wilderness and public lands advocacy group in Minnesota that focuses on protecting and preserving the Boundary Waters and greater Quetico-Superior region.

Our Gala

Our Gala is our premier gathering & fundraising event of the year. Over 350 avid wilderness supporters gather together for an evening of community, learning key updates from Campaign leaders, and hearing a keynote speaker. Our Gala also features a robust silent auction, featuring items from our business partners.

Why Sponsor

Your sponsorship not only supports our important and critical work, but also provides a unique opportunity for your organization to have visibility among our supporters through our gala communications and at the event itself.

Visibility & Reach

Email Visibility
- National Email List: 61,000
- Minnesota Email List: 28,000

Printed Materials
- Mailed invitation is sent to over 2,000 household across the country.
- Semi-annual Donor Newsletter is sent to 1,000 donors across the country.

Social Media Reach
- Instagram followers: 34,000
- FaceBook followers: 91,000
- Twitter followers: 7,000
- LinkedIn: 750
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Levels</th>
<th>Legacy $10,000</th>
<th>Champion $5,000</th>
<th>Defender $2,500</th>
<th>Advocate $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets</td>
<td>Table for 10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>VIP Reception</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Premium Seating</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Drink Tickets</td>
<td>2 Per Guest</td>
<td>1 Per Guest</td>
<td>1 Per Guest</td>
<td>1 Per Guest</td>
</tr>
</tbody>
</table>

## Brand Visibility

| Logo or Name on Printed Materials | Large Logo:  
- Mailed Invitation  
- Program  
- Day-Of Signage  
- Donor Newsletter  
- On Table | Medium Logo:  
- Mailed Invitation  
- Program  
- Day-Of Signage  
- Donor Newsletter | Small Logo:  
- Mailed Invitation  
- Program  
- Day-Of Signage | Name:  
- Mailed Invitation  
- Program  
- Day-Of Signage |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|
| Logo or Name on Digital Materials | Large Logo:  
- Email Block  
- Event Website  
- Event Slideshow  
- Social Media Post | Medium Logo:  
- Email Block  
- Event Website  
- Event Slideshow  
- Social Media Post | Small Logo:  
- Event Website | Name:  
- Event Website |

## Product Donation for Silent Auction & Cash Donation

$500 cash minimum and product donation for the silent auction
- Logo on silent auction website
- Name on silent auction signage
- 2 Tickets to the Gala
Current & Past Sponsors Include:

- Fjäll Raven
- Piragis
- MiiR
- Royal Robbins
- Earthjustice
- We-no-nah
- Ely Outfitting Company
- Abode Outside
- Northstar Canoes
- Sven-Saw
- Arc Initiatives
- N

Contact & Commitment Information

To express interest in becoming a sponsor, click here.

Contact Amy Yoelin at amy@savetheboundarywaters.org with questions.

Deadline to be included on mailed invitation: May 15

Final deadline for sponsorship: August 15