

SON OF A SAINT

Drive to a decade

Dear Friend and Supporter,

In a typical year, fall would be a time of excitement for the team at Son of a Saint as we gear up for our most impactful event of the year: The Son of a Saint Annual Gala. This fall looks different in many ways. Instead of hosting a scaled-down or virtual version of our gala, we are focusing our time, resources, and energy on what matters most: empowering fatherless young men and supporting their single-mother families during this time of hardship.

We have delivered over 10,000 meals to the families we serve, facilitated a virtual enrichment summer program, and are now running a virtual learning hub for mentees while they are in remote classes. We are not stepping up to do this alone; we have had you - our community of supporters and advocates - behind us every step of the way.

I am asking for you to step up with us again this fall. We typically rely on our Annual Gala to bring in 20% of our total annual revenue. This year, we ask our community to support us even though we are not able to host an elegant, elevated evening. We must ask because the need for support has not gone away; in fact, it is greater than ever. COVID-19 and the national conversation around racial injustice has illuminated just how uneven the playing field is for our mentees, 95% of whom are young men of color, and 83% of whom lost their fathers to violence or long-term incarceration.

We don't need a decade of research to tell us how to help today's youth; we must provide them with what any loving and financially-stable parent would give to their own children: encouragement, a positive example, and educational and experiential opportunities. This is exactly what Son of a Saint is committed to doing -- pandemic or not. We are reinforcing that our young men deserve a seat at the table, despite the barriers standing in their way.

I am asking you to support our work via our **Drive to a Decade** campaign because it is more important than ever that we show up for our boys. They are watching us and will remember how we respond during this time of hardship.

In lieu of an event, our team has prepared a robust menu of options for visibility and engagement. You can also contribute by donating the amount of a gala ticket. I have *enclosed* a Sponsorship Packet that details these opportunities at various levels of giving. Kindly reply with your intention for support. You may also email maddie@sonofasaint.org.

Thank you for your support and encouragement. It fuels our work every single day. Let's keep pushing forward, together.

With deep gratitude,
Sonny



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SPONSORSHIP OPPORTUNITIES

HERO — \$50,000

- A specialized half-hour event to connect with Son of a Saint mentees, mentors and leadership with a curated offering of dessert or hors d'oeuvres from a high-profile chef partner
- A specially produced video highlighting sponsor's partnership with Son of a Saint
- Inclusion on Donor Wall in Welcome Area of Son of a Saint's new headquarters, renovations to be completed in 2021
- All benefits listed below

SUPER SAINT — \$25,000

- Exclusive press release distribution highlighting your support of Son of a Saint and the New Orleans community
- Exclusive e-blast highlighting top-level partnership and distributed to more than 20,000 email subscribers
- Shared sponsor highlight on Outdoor Billboard measuring 274"(h) x 514"(w), located at the corner of Poydras Street and Claiborne Avenue adjacent to the Superdome
- Advertisement campaign on NOLA.com, in partnership with NOLA Media Group
- One social media message via Son of a Saint channels (Instagram, Facebook & Twitter)
- One customizable opportunity, suited to sponsor's unique marketing and branding needs and developed collaboratively with Son of a Saint staff
- All benefits listed below

SAINT — \$10,000

- Photo opportunity with mentees, to be used in social media
- Opportunity to have 20 minute dessert and conversation with one or more mentees via Zoom
- Email newsletter highlight
- Inclusion on Son of a Saint's Executive Mentor Council in 2021
- All benefits listed below

ROLE MODEL — \$5,000

- Recognition in year-end video, recapping Son of a Saint's work in 2020 and thanking supporters, to be distributed to Son of a Saint top donors
- Name recognition in print materials, including Son of a Saint's Annual Report and Brochure
- All benefits listed below

FRIEND — \$2,500

- Name recognition on Son of a Saint webpage throughout 2021