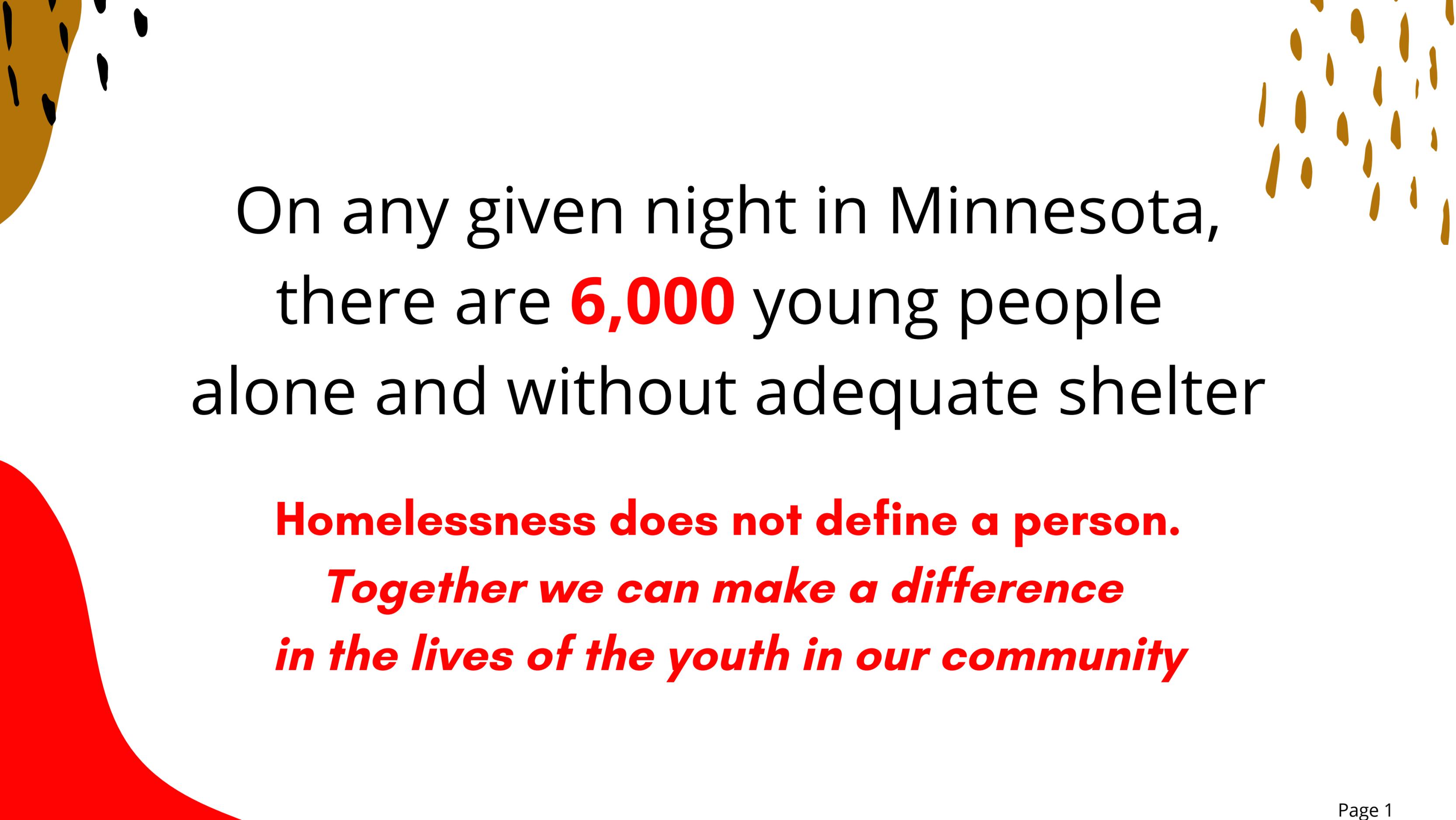


THE **RED** *Allies*

BENEFITING AVENUES FOR YOUTH

2020 Sponsorship



On any given night in Minnesota,
there are **6,000** young people
alone and without adequate shelter

Homelessness does not define a person.

***Together we can make a difference
in the lives of the youth in our community***

WHAT IS THE RED AFFAIR?

The Red Affair is an annual Twin Cities fundraising event hosted by Minneapolis-based Jungle Red Salon Spa & Gallery.

All net proceeds raised go directly to Avenues for Youth to support young people experiencing homelessness in the Twin Cities.

The Red Affair Features

- Live & Silent Auctions
- Fundraising Games & Prizes
- Hors d'oeuvres & Drinks
- Music & Live Entertainment
- Optional VIP Experience





guided by the core values of:

EQUITY

COMMUNITY

RESPECT & DIGNITY

TRUST

LIBERATION

ANTI-OPPRESSION

Avenues for Youth is a registered 501(c)3 nonprofit supporting Twin Cities youth experiencing homelessness with two physical locations in Brooklyn Park and Minneapolis. For 25 years Avenues has supported youth ages 16-24 in Hennepin County, Minnesota through numerous youth-centered programs.

Whether a young person needs someplace to stay for one night or for a year and a half, Avenues empowers youth to find their path out of homelessness by providing a stable home, building trusting relationships, and navigating the youth's education, career, health and wellness, and housing goals.

The Red Affair is a soirée with a purpose

WHAT MAKES
THE RED AFFAIR
DIFFERENT?

EFFECTIVE FUNDRAISING

In-event fundraising activities are created for the enjoyment of guests while maximizing dollars raised for Avenues' programming

COMMUNITY AWARENESS

The Red Affair offers an experience that goes beyond raising funds to cultivating a space of community togetherness, where we unite in raising awareness around the reality of youth homelessness and foster relationships that extend for social change beyond the four walls of the event

LOCAL ENGAGEMENT

With partnerships as a core value, The Red Affair features locally-made products and provides promotional opportunities to sponsors, fostering the success of local talent and small businesses



RESEARCH FINDS THAT A COMPANY'S
CHARITABLE GIVING
AFFECTS NEARLY
73%

of Americans' purchase decisions

The Red Affair Sponsorship Tiers

WHAT BENEFITS
DOES A
SPONSORSHIP
PROVIDE?

Silver

\$1,000 Contribution

(\$1,100 value)

- Your Company Name Listed on Event Program
- Your Company Name Displayed on In-Event Monitors
- Your Company Logo Linked to Your Website on theredaffair.org
- 2 VIP Tickets to The Red Affair 2020

Gold

\$2,500 Contribution

(\$2,700 value)

- Your Company Name and Logo Displayed on Event Program
- Your Company Name and Logo Displayed on In-Event Monitors
- Your Company Logo Linked to Your Website on theredaffair.org
- 2 Dedicated Social Media Posts Linked to Your Website and/or Social Media Page
- 2 Additional Social Media Posts Linked to Your Website and/or Social Media Page
- 2 Email Campaigns with Your Company Logo and Link to Website
- 4 VIP Tickets to The Red Affair 2020

RED

\$5,000 Contribution

(\$6,150 value)

- **Premium Placement** of Your Company Name and Logo on Event Program
- **Premium Placement** of Your Company Name and Logo on In-Event Monitors
- Your Company Logo Linked to Your Website on theredaffair.org
- 2 Dedicated Social Media Posts Linked to Your Website and/or Social Media Page
- 2 Additional Social Media Posts Linked to Your Website and/or Social Media Page
- **All Email Campaigns with Your Company Logo and Link to Website**
- **Your Logo Placed on All Print Advertising (Flyers, Posters, Business Cards)**
- **Inclusion in Press Releases**
- **Live Verbal Recognition from Event Hosts with Logo Shown on Presentation Monitor**
- **Facebook Event Page Linked to Your Company as Co-Host & Listed in Event Details**
- **1 VIP TABLE (includes VIP admission and reserved seating for up to 8 Guests)**

We make
your brand
stand out

5

**YEARS OF
THE RED AFFAIR**

17

**YEARS OF PARTNERSHIP
JUNGLE RED + AVENUES**

1,500+

**COMMUNITY MEMBERS
ENGAGED**

THE RED *Affair*

HAS RAISED

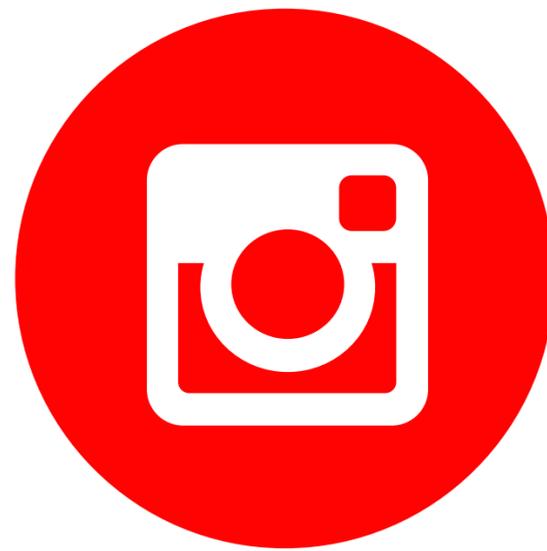
\$100,000+

FOR TWIN CITIES YOUTH EXPERIENCING HOMELESSNESS

The Red Affair Audiences



9,000
followers



1,000+
followers



6,000
contacts

*Thank You
for your consideration*

