

# ALL-STAR *Evening*



## SPONSORSHIP OPPORTUNITIES GUIDE

ACES All-Star Evening  
Thursday, May 23, 2024  
The Fillmore Minneapolis





# ALL-STAR EVENING

MAY 23, 2024

## About The 2024 All-Star Evening

After 30 years of transformative programming, 30 years of building education equity, 30 years of opening doors and changing lives... it's time to celebrate! Community leaders, education champions, and Minnesota's business and philanthropic communities are coming together for an unforgettable night in support of ACES's mission to close the academic opportunity gap and prepare students for success. **Join the 2024 All-Star Evening to celebrate ACES's milestone 30<sup>th</sup> anniversary and to power the next three decades of vital work on behalf of Minnesota students.**



## Event Details

Thursday, May 23, 2024

Main Event: 6:30-9:00pm

Pre-Event Reception: 5:30-6:30pm

The Fillmore Minneapolis

525 N Fifth Street

Minneapolis, MN 55401

## About ACES

ACES is an innovative out-of-school time program that brings math and social-emotional learning to life for Minnesota students. Since 1994, our hands-on STEM curriculum, individual mentorship, and unique experiential learning opportunities have helped thousands of middle schoolers develop crucial academic and life skills – all through the exciting lens of sports! In partnership with Minnesota's professional and collegiate sports teams, ACES is tackling the academic opportunity gap and preparing students to succeed in school, career, and community.



## Leveling the Playing Field for Minnesota Students

At ACES, we believe that every student – regardless of race, socioeconomic background, or zip code – deserves an all-star education. Unfortunately, that is not the reality in our state. Minnesota ranks at the bottom – #49 out of 50 states – for equity in the education system. Proficiency rates for students of color and those from lower-income households are 20-30 points below those of their white and higher-income peers, and gaps between school districts are even more staggering. These disparities are evidence of a systemic problem that can and must be fixed – and the youth-centered, responsive programming ACES provides is part of the solution.

With a proven track record of success, ACES is stepping up to meet this moment. We have strengthened partnerships, expanded to new communities, and increased enrollment by 90% since 2020 – and we aren't slowing down. By supporting ACES as an *All-Star Evening* sponsor, you power this important growth and help level the playing field for Minnesota students.



# ALL-STAR EVENING

MAY 23, 2024

## Corporate & Individual Sponsorship Opportunities

Join the important work to advance education equity and prepare students for success as a 2024 *All-Star Evening* sponsor! Sponsorship packages include exclusive event-day experiences, robust recognition, and invaluable marketing impressions.

## Promotion

*All-Star Evening* promotional materials with sponsor recognition are distributed to ACES's email list, primarily concentrated in the Twin Cities metro area. Event promotions are also shared across the ACES website and social media channels. Sponsors receive robust on-site recognition on event day, including in the event slideshow and printed program. Top sponsorship levels include additional recognition, including in the event speaking program.

## Monthly Reach, January-May

Confirmed sponsors are featured in pre-event communications, for approximately six months prior to the *All-Star Evening*. Below analytics are taken from spring 2023, during the promotional period for the 2023 *All-Star Evening*.



**40%**  
Open Rate



**6K**  
Visits



**9.1K**  
Reach



**46.2K**  
Impressions



**2.5K**  
Reach



**2.9K**  
Impressions



## Pre-Event Reception

Join ACES's top supporters, professional sports team partners, and celebrity guests for an exclusive Pre-Event Reception! Pre-Event Reception guests enjoy early access to the event, a unique program and special menu, complimentary signature cocktails, and hosted beer and wine. Admission is limited and tied to event sponsorship level. Please see the Corporate and Individual Sponsorship Opportunities grid (page 5) for details.

To secure your 2024 *All-Star Evening* sponsorship, please contact Taylor Anderson, Director of Development & Communications, at [tayloranderson@aces4kids.org](mailto:tayloranderson@aces4kids.org) or 952-688-1590.



# ALL-STAR EVENING

MAY 23, 2024

## Customizable, Corporate Volunteerism Opportunities

Is your team looking to make a direct impact through hands-on engagement or skilled volunteerism? For sponsors at the \$15,000 Presenting level and above, ACES staff will work with you to arrange a unique engagement or volunteer opportunity – be it a school site visit, classroom guest speaker slot, Community Cleanup volunteer day, or field trip to your office! We are eager to work with you to design a sponsorship that is most meaningful for your team.



Employees from SportsEngine / NBC SportsNext joined ACES for a Back-to-School Community Cleanup volunteer day. ACES is eager to work with top sponsors to arrange meaningful volunteer and other engagement opportunities.

## Meet the Mascots

T.C. Bear. Viktor the Viking. Mudonna. You've got it! Meet your favorite Minnesota team mascots at the ACES All-Star Evening! Photo opportunities, high fives, high jinks – our mascot friends are always a highlight of the evening!



ACES All-Star Evening is presented with the support and presence of our Minnesota professional sports team partners.



# ALL-STAR EVENING

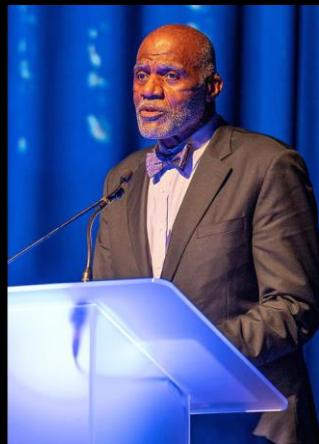
MAY 23, 2024

## Event Day Experience

ACES's flagship fundraiser and one of the standout events of the season, the *All-Star Evening* brings together fun and philanthropy to make a powerful impact for Minnesota students. Your guests will enjoy delicious food and drink, fabulous auctions, a star-studded program, and much more. Back and better than ever, this is a night you don't want to miss!

## Celebrating ACES All-Star Students

Today's students are tomorrow's leaders – and you'll meet them at the *All-Star Evening*! Year after year, guests report that their favorite part of the event is hearing from and celebrating ACES's young learners.



### The *Locked In Award*

Named for former Minnesota Viking's punter and dedicated ACES Athlete Ambassador Jeff Locke, the *Locked In Award* is presented annually at the *All-Star Evening* to an outstanding community leader and committed champion for education equity. Past *Locked In Award* honorees include Minnesota Wild defenseman and Hockey Diversity Alliance co-founder **Matt Dumba**, celebrated Twin Cities sports broadcaster **Mark Rosen**, WNBA All-Star and Olympic gold medalist **Lindsay Whalen**, and Pro Football Hall of Famer and former Minnesota Supreme Court Justice **Alan Page**.

To secure your 2024 *All-Star Evening* sponsorship, please contact Taylor Anderson, Director of Development & Communications, at [tayloranderson@aces4kids.org](mailto:tayloranderson@aces4kids.org) or 952-688-1590.



# ALL-STAR EVENING

MAY 23, 2024

## Corporate & Individual Sponsorship Opportunities

	Title Sponsor \$25,000	Presenting Sponsor \$15,000	MVP Sponsor \$10,000	Champion Sponsor \$5,000	Table Sponsor \$2,500	Team Captain \$1,000
<b>EVENT EXPERIENCE</b>						
Main Event Tickets	10	10	10	10	10	4
Priority Table Placement	Tier I	Tier I	Tier II	Tier III		
Pre-Event Reception Tickets (includes complimentary signature cocktail and hosted beer & wine)	10	10	4	2	2	
Reserved Parking Spaces	10	1	1	1	1	
Complimentary Wine at Table	✓	✓	✓	✓		
Exclusive Sponsor Gift	✓	✓	✓			
<b>RECOGNITION</b>						
Recognition in printed event program*	Two-page spread ad	Full page ad	Full page ad	½ page ad	Name & logo	Name & logo
Name & logo in digital promotions including email, website, & social media	✓	✓	✓	✓	✓	✓
Name & logo in event slideshow	✓	✓	✓	✓	✓	✓
Name & logo on event signage	✓	✓	✓	✓	✓	
Website link in digital promotions	✓	✓	✓	✓		
Recognition in speaking program	✓	✓				
Recognition in Pre-Event Reception program	✓					
Logo included on event banner on Fillmore Minneapolis marquee	✓					

\*Program ad content is subject to review and must be submitted by Friday, April 19, 2024.

To secure your 2024 *All-Star Evening* sponsorship, please contact Taylor Anderson, Director of Development & Communications, at [tayloranderson@aces4kids.org](mailto:tayloranderson@aces4kids.org) or 952-688-1590.



# ALL-STAR EVENING

MAY 23, 2024

**Join the important work to advance education equity and prepare students for success as a 2024 All-Star Evening sponsor!** Sponsorship packages include exclusive event-day experiences, robust recognition, and invaluable marketing impressions.

## Title Sponsor - \$25,000

Includes table for ten (10) with Tier I priority seating and wine service; Admission for your full table (10 guests) to Pre-Event Reception, including complimentary signature cocktails and hosted beer & wine; Reserved parking for your full table (10 spaces); One (1) exclusive sponsor gift; Sponsor recognition including:

- Verbal recognition in Pre-Event Reception and event speaking programs;
- Two-page spread ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).



*Title Sponsor package includes recognition on The Fillmore Theater marquee in the heart of downtown Minneapolis.*

## Presenting Sponsor - \$15,000

Includes table for ten (10) with Tier I priority seating and wine service; Admission for your full table (10 guests) to Pre-Event Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; One (1) exclusive sponsor gift; Sponsor recognition including:

- Verbal recognition in event speaking program;
- Full page ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).



*Top sponsors also receive full-color ad placement in the printed event program, distributed to 500+ guests.*

**To secure your 2024 All-Star Evening sponsorship, please contact Taylor Anderson, Director of Development & Communications, at [tayloranderson@aces4kids.org](mailto:tayloranderson@aces4kids.org) or 952-688-1590.**



# ALL-STAR EVENING

MAY 23, 2024

Join the important work to advance education equity and prepare students for success as a **2024 All-Star Evening sponsor!** Sponsorship packages include exclusive event-day experiences, robust recognition, and invaluable marketing impressions.

## MVP Sponsor - \$10,000

Includes table for ten (10) with Tier II priority seating and wine service; Admission for four (4) to Pre-Event Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; One (1) exclusive sponsor gift; Sponsor recognition including:

- Full page ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

## Champion Sponsor - \$5,000

Includes table for ten (10) with Tier III priority seating and wine service; Admission for two (2) to Pre-Event Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; Sponsor recognition including:

- ½ page ad in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in all digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

## Table Sponsor - \$2,500

Includes table for ten (10); Admission for two (2) to Pre-Event Reception, including complimentary signature cocktails and hosted beer & wine; One (1) reserved parking space; Sponsor recognition including:

- Name and logo in printed event program;
- Name and logo on print and digital event materials and signage;
- Name, logo, and website link included in select digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

## Team Captain - \$1,000

Includes admission for four (4) and reserved mezzanine-level box seating; Sponsor recognition including:

- Name and logo in printed event program;
- Name and logo in event slideshow;
- Name and logo in select digital event promotions, including event announcement, dedicated ACES email blasts and e-newsletter, ACES website, and ACES social media (Facebook, Twitter, Instagram, LinkedIn).

To secure your **2024 All-Star Evening** sponsorship, please contact Taylor Anderson, Director of Development & Communications, at [tayloranderson@aces4kids.org](mailto:tayloranderson@aces4kids.org) or 952-688-1590.





# ALL-STAR EVENING

MAY 23, 2024

## Exclusive, Named Sponsorship Opportunities

Take your support to the next level with an exclusive *All-Star Evening* sponsorship. Each package includes unique and creative opportunities for recognition and brand visibility. All sponsorships are customizable and the ACES team will work with you to maximize your sponsorship's impact.

### Pre-Event Reception Sponsor - \$15,000

Exclusive recognition as presenting sponsor of the *All-Star Evening* Pre-Event Reception, including name and logo in pre-event communications and printed event program, during Pre-Event Reception speaking program, and on dedicated Pre-Event Reception signage. Includes opportunity for sponsor representative to participate in and/or speak at Pre-Event Reception program. Also includes 10 tickets for Pre-Event Reception.

### Student Table Sponsor - \$10,000

Exclusive recognition as the *ACES All-Star Evening* Student Table Sponsor, including name and logo in pre-event communications, full-page ad in printed event program, and signage on student table, dedicated recognition in event slideshow with photos of ACES students, and verbal recognition in event speaking program. Also includes opportunity to place branded item(s) at each place at the student table.

### Photo Booth Sponsor - \$10,000

Exclusive recognition as the *ACES All-Star Evening* Photo Booth Sponsor, including name and logo in pre-event communications and printed event program, and dedicated signage. Also includes logo placement on custom "step & repeat" photo booth backdrop, where guests will pose for photos with Minnesota team mascots.

### Swag Bag Sponsor - \$7,500

Exclusive recognition as the *ACES All-Star Evening* Swag Bag Sponsor, including name and logo in pre-event communications and printed event program, and opportunity to include branded item and/or promotion in each swag bag, to be distributed to all sponsors, sponsor guests, and Varsity Ticket purchasers (approx. 400-450 people). Swag bags will also include branded items from ACES's Minnesota sports team partners.

### Dessert Sponsor - \$5,000

Exclusive recognition as the *ACES All-Star Evening* Dessert Sponsor, including name and logo in printed event program, in pre-event communications, and on dedicated signage. ACES will partner with nonprofit Cookie Cart to serve pre-wrapped hand-baked cookies and sponsor's logo will be included on cookie packaging.

### Signature Drink Sponsor - \$5,000

Exclusive recognition as the *ACES All-Star Evening* Signature Cocktail Sponsor, including name and logo in printed event program, in pre-event communications, on dedicated signage. Signature cocktails will be complimentary for all Pre-Event Reception guests (approx. 160 people) and sponsor name/logo will appear on physical drink tickets and bar signage. Signature drink will be available for purchase throughout the evening for all event guests. Also includes opportunity to collaborate with catering team to design signature cocktail and mocktail recipe and name.



# ALL-STAR EVENING

## PAST SPONSORS

ALERUS



To secure your 2024 All-Star Evening sponsorship, please contact Taylor Anderson, Director of Development & Communications, at [tayloranderson@aces4kids.org](mailto:tayloranderson@aces4kids.org) or 952-688-1590.