



# MARDI GRAS MAGIC

SAVE THE DATE  
2.17.2018  
AUSTIN, TX



1988

CELEBRATING

30 YEARS

OF SERVICE

2018

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SPONSORSHIP & UNDERWRITING  
OPPORTUNITIES

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PRESENTED BY



Linked in Friendship, Connected in Service  
Town Lake (TX) Chapter

TOWNLAKELINKS.ORG

# ABOUT US

## THE LINKS, INCORPORATED

The Links, Incorporated is an international, not-for-profit organization established in 1946 made up of professional women of color. We are one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining and ensuring the cultural and economic survival of African Americans and persons of African ancestry.

14,000

Members

283

Chapters

500,000

Hours of Community  
Service Annually

## THE TOWN LAKE CHAPTER

The Town Lake Chapter of The Links, Incorporated is celebrating 30 years of service to the Austin community. Our 53 members are leaders in the fields of medicine, education, technology and business. We perform over 4,000 hours of heartfelt service each year. Since our founding, we have distinguished ourselves as a group of highly accomplished black women who volunteer tirelessly to deliver innovative education, arts, health, and civic programming to underserved members of the community.

[TOWNLAKELINKS.ORG](http://TOWNLAKELINKS.ORG)

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# OUR MISSION

TO POSITIVELY IMPACT THE LIVES OF CULTURALLY DIVERSE CITIZENS IN THE GREATER AUSTIN COMMUNITY IN THE AREAS OF EDUCATION, HEALTH AWARENESS, THE ARTS AND STEM.

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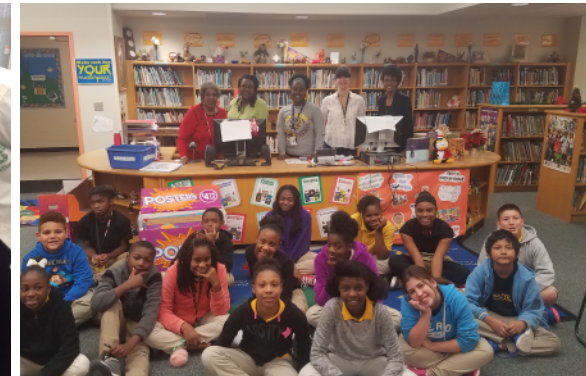
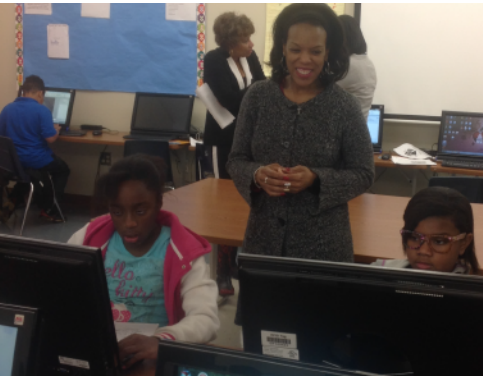
“*My hope is that you will be inspired to support our programming or partner with our chapter to make a difference in the greater Austin area. The Town Lake Chapter is keeping its promise to serve and transform lives through innovative programming with heart.*”

DOMINIQUE ISAAC WILLIAMS, MD

PRESIDENT,  
*The Town Lake Chapter of  
The Links, Incorporated*

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# OUR PROGRAMS



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*Our signature programming focuses on ensuring the physical, social, emotional, and educational well-being of underserved children and youth. Since our chartering in 1988, we have donated more than \$500,000 through our local food, scholarship, and enrichment programs.*

**NORMAN ELEMENTARY SCHOOL**  
Design and deliver bi-weekly computer literacy courses to students.

**SETTLEMENT HOME FOR CHILDREN**  
Provide enrichment activities for female adolescents in foster care.

**CAPITAL AREA FOOD BANK**  
Fund weekend meals program, which provides ~3,500 tote bags of non-perishable food for students from low-income families.

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# OUR PROGRAMS

## SCHOLAR PROGRAM

Annually award more than \$20,000 in scholarships to black students from Austin-area high schools.

## NATIONAL SOCIETY OF BLACK ENGINEERS (NSBE) JR. CHAPTER

In 2016 we chartered an Austin citywide NSBE Jr. chapter where we work with ~ 20 youth to develop skills in STEM and participate in local and national engineering competitions. Our accomplishments include:

- *1st place oral presentation, NSBE Explorer Technical Innovations Competition*
- *3rd place, Texas Computer Education Association (TCEA) Robotics Competition*



2017 SCHOLAR  
HEPSIBA BARAR



AWARD-WINNING  
NSBE JR. TEAM

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# OUR INVITATION

We invite you to join our network of community collaboration and care by becoming an annual sponsor. Sponsorship levels range from \$1,500 to \$20,000. As an annual sponsor you will receive year-round brand exposure via our website, social media channels and community newsletters as well as concentrated brand exposure at our signature fundraising event, Mardi Gras Magic.

## MARDI GRAS MAGIC

Join 500 guests including local business, civic and philanthropic leaders at the JW Marriott for a celebration of 30 years of service and philanthropy in Austin.



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MEDIA COVERAGE  
PROVIDED BY

**AUSTIN WAY**  
*Austin American-Statesman*



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# SPONSORSHIP LEVELS

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## **EXCLUSIVE PRESENTING SPONSOR** \$20,000

- Exclusive Presenting Sponsor naming opportunity and signage
- Custom activation in Mardi Gras Magic area of your choice
- Welcome address at Mardi Gras Magic
- 2-minute video presentation at Mardi Gras Magic
- Prominent recognition in all print and electronic event communications
- Logo on event wristbands
- VIP access for 20 Mardi Gras Magic guests
- 10 complimentary valet parking passes
- Prominent homepage recognition and three features on [TownLakeLinks.org](http://TownLakeLinks.org) with social media promotion



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# SPONSORSHIP LEVELS

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## VISIONARY | \$15,000

- Exclusive naming opportunity for custom activation at Mardi Gras Magic
- 2-minute video presentation at Mardi Gras Magic
- Live recognition at Mardi Gras Magic
- Prominent recognition in all print and electronic event communications
- Logo on event wristbands
- VIP access for 14 Mardi Gras Magic guests
- 7 complimentary valet parking passes
- Prominent homepage recognition and two features on TownLakeLinks.org with social media promotion

## CATALYST | \$10,000

- Exclusive naming opportunity, signage and custom activation at Mardi Gras Magic
- 2-minute video presentation at Mardi Gras Magic
- Prominent recognition in all print and electronic event communications
- Logo on event wristbands
- VIP access for 10 Mardi Gras Magic guests
- 5 complimentary valet parking passes
- Prominent recognition and feature on TownLakeLinks.org with social media promotion





# SPONSORSHIP LEVELS

## **INNOVATOR** | \$7,500

- Exclusive naming opportunity, signage and custom activation at Mardi Gras Magic
- Logo in all print and electronic event communications
- VIP access for 8 Mardi Gras Magic guests
- 4 complimentary valet parking passes
- Prominent recognition and feature on TownLakeLinks.org
- Custom social media post

## **CHAMPION** | \$2,500

- Live recognition at Mardi Gras Magic
- VIP access for 4 Mardi Gras Magic guests
- Feature on TownLakeLinks.org
- Logo on event signage

## **AMBASSADOR** | \$5,000

- Live recognition at Mardi Gras Magic
- Logo in all print and electronic event communications
- VIP access for 6 Mardi Gras Magic guests
- 3 complimentary valet parking passes
- Feature on TownLakeLinks.org
- Custom social media post
- Logo on event signage

## **PARTNER** | \$1,500

- VIP access for 2 Mardi Gras Magic guests
- Logo on event signage



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# UNDERWRITING OPPORTUNITES

YOUR UNDERWRITING SUPPORT OFFSETS A SPECIFIC FACET OF THE EVENT, ALLOWING US TO REDIRECT FUNDS TO OUR COMMUNITY PROGRAMS.

## SOUND AND LIGHTING | \$7,500

- Exclusive Sound & Lighting Underwriter naming opportunity, signage and custom activation near Mardi Gras Magic main stage
- Logo in all print and electronic event communications
- Live recognition from the stage
- VIP access for 8 Mardi Gras Magic guests
- 4 complimentary valet parking passes
- Prominent recognition and feature on TownLakeLinks.org
- Custom social media post

## ENTERTAINMENT | \$5,000

- Exclusive Entertainment Underwriter naming opportunity
- Logo in all print and electronic event communications
- Live recognition from the stage
- VIP access for 6 Mardi Gras Magic guests
- 3 complimentary valet parking passes
- Prominent recognition and feature on TownLakeLinks.org
- Custom social media post

## TECHNOLOGY | \$7,500

- Exclusive Technology Underwriter naming opportunity, signage and custom activation in Mardi Gras Magic registration and marketplace areas
- Logo in all print and electronic event communications
- Live recognition from the stage
- VIP access for 8 Mardi Gras Magic guests
- 4 complimentary valet parking passes
- Prominent recognition and feature on TownLakeLinks.org
- Custom social media post

## DECOR AND FURNISHING | \$5,000

- Exclusive Decor & Furnishings Underwriter naming opportunity, signage and custom activation in Mardi Gras Magic lounge areas
- Logo in all print and electronic event communications
- VIP access for 6 Mardi Gras Magic guests
- 3 complimentary valet parking passes
- Prominent recognition and feature on TownLakeLinks.org
- Custom social media post

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30  
YEARS

# UNDERWRITING OPPORTUNITES

YOUR UNDERWRITING SUPPORT OFFSETS A SPECIFIC FACET OF THE EVENT, ALLOWING US TO REDIRECT FUNDS TO OUR COMMUNITY PROGRAMS.

## PRINTING AND SIGNAGE | \$2,500

- Exclusive Printing & Signage Underwriter naming opportunity
- Logo in all print and electronic event communications
- VIP access for 4 Mardi Gras Magic guests
- Prominent recognition and feature on TownLakeLinks.org
- Custom social media post

## ANNIVERSARY VIDEO | \$2,500

- Exclusive Anniversary Video Underwriter naming opportunity
- Logo in all print and electronic event communications
- Acknowledgement in chapter anniversary video
- VIP access for 4 Mardi Gras Magic guests
- Prominent recognition and feature on TownLakeLinks.org

## PHOTOGRAPHY | \$1,500

- Exclusive Photography Underwriter naming opportunity
- Logo in all print and electronic event communications
- Custom technology sponsor signage
- VIP access for 2 Mardi Gras Magic guests
- Prominent recognition and feature on TownLakeLinks.org

# 2018 MGM SPONSORSHIP & UNDERWRITING FORM

Full Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Title: \_\_\_\_\_ Phone: \_\_\_\_\_  
Corporation/Organization: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## SPONSORSHIP LEVELS

Please check one:

- Presenting Sponsor* \$20,000
- Visionary* \$15,000
- Catalyst* \$10,000
- Innovator* \$7,500
- Ambassador* \$5,000
- Champion* \$2,500
- Partner* \$1,500

## UNDERWRITING OPPORTUNITIES

Please check one:

- Sound & Lighting Underwriter* \$7,500
- Technology Underwriter* \$7,500
- Entertainment Underwriter* \$5,000
- Decor & Furnishings Underwriter* \$5,000
- Printing & Signage Underwriter* \$2,500
- Anniversary Video Underwriter* \$2,500
- Photography Underwriter* \$1,500

### To pay by credit card:

Click here [mgm2018.eventbrite.com](http://mgm2018.eventbrite.com)

### To pay by check:

Please make checks/money orders payable to **The Links Foundation, Inc.** and write "Town Lake Chapter MGM" in the memo line. The Links Foundation, Inc. is a 501(c)3 organization.

Mail the check and sponsorship form to Town Lake Chapter, P.O. Box 26395, Austin, Texas 78755-0395 postmarked no later January 12, 2018.

**Questions?** Please contact Sponsorship Chair Gerry Tucker at [gerrytucker@yahoo.com](mailto:gerrytucker@yahoo.com) or (512) 297-8046.

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