



## ***Jerseys & Jewels***

### **FACT SHEET**

- Event:** ***Jerseys & Jewels***
- Description:** **Kick-off Celebration for 60 years of transforming lives thru youth development programming.** *Cocktails, Dinner, Entertainment, Auction, Fund-A-Need, Dancing, Honoring Alumni and Coaches from the Last 60 years.*
- Date and Time:** Saturday, November 23, 2019 at 6:00pm
- Location:** Hyatt Regency St. Louis at the Arch
- Attendees:** The audience will consist of dignitaries, friends, honorees, parents, alumni, along with board and advisory board members, event sponsors
- Event Chairs:** Anne and Karl Grice  
Gwen and Steve Mizell  
Kate and Howard Stephens  
Keith Williamson
- Sponsor "Asks":** Sponsorship funds in the amount of \$300,000 has been raised as of August 22, 2019. Sponsorship solicitation ongoing.
- Financial Goal:** \$250,000 net
- Reservations:** Individual reservations for ***Jerseys & Jewels*** are:  
**Patron Ticket\*** at \$400 per person  
\*sponsors a ticket for an alum or longtime volunteer of Mathews-Dickey  
**Gala Ticket** at \$200 per person  
*Seating available at tables of 10*



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### **About Mathews-Dickey**

#### **FACT SHEET - April 2019**

- The mission of Mathews-Dickey is to produce physically active, well-educated and hopeful young people, with families at the center.
- The 2019 Gala Celebration entitled ***Jerseys & Jewels*** will kick-off the Mathews-Dickey's **60th anniversary year** and honor its distinguished history of training, educating and shaping the lives of **over 1 million children**.
- Ninety-five percent of those served are African American. More than 7 in 10 come from families whose income is less than \$29,000, roughly the poverty line here for a family of four. Four in 10 come from families making less than \$15,000.
- Year-round, direct-service programming are provided to over 3,500 young people and indirect services to more than 19,000 ages 5-18. Over 2,000 of these children participate on sports teams.
- Mathews-Dickey sports teams, both boys and girls, have been ranked nationally in football, baseball, basketball and softball – bringing great pride to the children and families it serves. Sports stars include Ezekiel Elliott, Jason Tatum, Sheldon Richardson, Niele Ivey, Bradley Beal and Marcus Golden, among others.
- Recreational and educational opportunities are also offered in the arts, academic enrichment, character education, workforce development and STEM. All programs emphasize discipline, dedication, teamwork, cooperation, resilience, self-respect and many other life skills.
- Mathews-Dickey offers a safe place that builds community and offers opportunities for the future.



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### **BENEFITS OF YOUR SPONSORSHIP**

Level	Investment	Tickets	Benefits
<b>Commissioners</b>	\$100,000	20	<ul style="list-style-type: none"> <li>• Sponsorship for one comprehensive athletic or academic program, with premiere logo placement</li> <li>• Premiere logo placement on all printed materials and inclusion in media and e-marketing campaign</li> <li>• Promotion as the Commissioner-level Sponsor and prominently featured</li> <li>• Opportunity for one (1) representative to participate in introductory role onstage at the event</li> <li>• Premiere logo and/or name placement on event slideshow</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>MVP's</b>	\$75,000	20	<ul style="list-style-type: none"> <li>• Team Sponsorship for Athletic Team of your choice, with logo on uniform (statistics vary based on sport/team selected)</li> <li>• Premiere logo placement on all printed materials and e-marketing campaign</li> <li>• Promotion as the MVP Sponsor and prominently featured</li> <li>• Opportunity for one (1) representative to participate in introductory role onstage at the event</li> <li>• Premiere logo and/or name placement on event slideshow</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>Champions</b>	\$25,000	10	<ul style="list-style-type: none"> <li>• Premiere logo placement on select print and e-marketing materials, <i>pending print deadlines</i></li> <li>• Premiere logo placement on event slideshow</li> <li>• Preferred table placement (based on pledge date)</li> <li>• Sponsor Spotlight recognition in MDBGC e-newsletter</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>Managers</b>	\$20,000	10	<ul style="list-style-type: none"> <li>• Premiere logo placement on select print and e-marketing materials, <i>pending print deadlines</i></li> <li>• Premiere logo placement on event slideshow</li> <li>• Preferred table placement (based on pledge date)</li> <li>• Sponsor Spotlight recognition in MDBGC e-newsletter</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>



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<b>All Stars</b>	\$15,000	10	<ul style="list-style-type: none"> <li>• Logo placement on select print and e-marketing materials, <i>pending print deadlines</i></li> <li>• Premiere logo placement on event slideshow</li> <li>• Preferred table placement (based on pledge date)</li> <li>• Sponsor Spotlight recognition in MDBGC e-newsletter</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>Coaches</b>	\$10,000	10	<ul style="list-style-type: none"> <li>• Logo placement on select print and e-marketing materials, <i>pending print deadlines</i></li> <li>• Preferred logo placement on event slideshow</li> <li>• Preferred table placement (based on pledge date)</li> <li>• Sponsor Spotlight recognition in MDBGC e-newsletter</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>Referees</b>	\$5,000	10	<ul style="list-style-type: none"> <li>• Company logo placement on event slideshow</li> <li>• Personalized table signage</li> <li>• Post-event recognition in print materials</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>Quarterbacks</b>	\$2,460	10	<ul style="list-style-type: none"> <li>• Sponsorship of 4 Mathews-Dickey participants @ \$615 per individual</li> <li>• Company logo placement on event slideshow</li> <li>• Personalized table signage</li> <li>• Post-event recognition in print materials</li> <li>• Other benefits – as listed in lower sponsorship levels</li> </ul>
<b>Linebackers</b>	\$1,230	4	<ul style="list-style-type: none"> <li>• Sponsorship of 2 Mathews-Dickey participants @ \$615 per individual</li> <li>• Company logo placement on event slideshow</li> <li>• Personalized table signage</li> <li>• Post-event recognition in print materials and on website</li> </ul>



## Jerseys & Jewels

### Contact Information

PRIMARY CONTACT PERSON: \_\_\_\_\_  
TITLE: \_\_\_\_\_ COMPANY LISTED AS: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY, STATE, ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

As part of your sponsorship, Mathews-Dickey would like to contact the company's Public Relations team for cross-promotional opportunities, such as logo placements, local media stories and social media announcements. Please list the appropriate name, phone number, and email for our contact.

PUBLIC RELATIONS CONTACT PERSON: \_\_\_\_\_  
PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

### Sponsor and Ticket Information

I agree to support **Jerseys & Jewels 2019** at the following level:

☐ **Commissioners - \$100,000**

☐ MVP's - \$75,000

☐ Champions - \$25,000

☐ Managers - \$20,000

☐ All Stars - \$15,000

☐ Coaches - \$10,000

☐ Referees - \$5,000

☐ Quarterbacks - \$2,460

☐ Linebackers - \$1,230

☐ Patron Individual Ticket - \$400 x \_\_\_\_\_ Tickets

☐ Patron Table Captain – 10 Tickets at \$4,000

☐ Gala Individual Ticket - \$200 x \_\_\_\_\_ Tickets

☐ Gala Table Captain – 10 Tickets at \$2,000

☐ I am unable to attend, but would like to donate \$\_\_\_\_\_ to **Jerseys & Jewels 2019**

*Your contribution to Mathews-Dickey Boys' & Girls' Club, a 501 (c)(3) nonprofit organization, is tax-deductible to the fullest extent allowable under law. The cost of goods and services is \$100 per ticket.*

### Payment Information

☐ Payment Enclosed via Check – Please mail check to:

Mathews-Dickey BGC, 4245 North Kingshighway Blvd. St. Louis, MO 63115 ATTN: Jerseys & Jewels

☐ Charge total sponsorship amount to the following credit card:

Card No. \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV Number: \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address for Card (if different than above): \_\_\_\_\_

☐ Invoice Requested – Invoice will be sent to contact listed above.

Please submit completed form to [events@mathews-dickey.com](mailto:events@mathews-dickey.com) or

Mathews-Dickey BGC, 4245 North Kingshighway Blvd. St. Louis, MO 63115 ATTN: Jerseys & Jewels