



Saturday, December 12, 2020

2020 marks the 100th anniversary of the first Yuletide Ball. Since 1920, generations of Brooklynites have looked forward to this annual gathering and celebration of the holidays. For the first time in its 100-year history, the Yuletide Ball is going virtual due to the coronavirus pandemic. Nonetheless, the gala is still going forward in a new way with Yuletide 100 at Home.

We are planning a very special evening, which will kick off with a virtual half-hour YouTube livestream hosted by BKS. It will offer a look back at some of the most iconic Yuletide Ball moments of the past 99 years. It will also offer musical entertainment and an exclusive look inside BKS Centers hosted by BBC Anchor Laura Trevelyan. Registered Yuletide 100 dinner party hosts will receive complimentary Good Tidings Boxes from BKS curated by Alexandra Partow Events.

Proceeds from Yuletide Ball go to support BKS' work to ensure that our students have an equal first step in their education.

Please note the print deadline for the invitation is Tuesday, October 20, 2020.

Please join us by sponsoring this year's Centennial Yuletide Ball. To support BKS, please contact John Linder at jlinder@bksny.org.

Sponsorship

\$25,000 - Diamond

Listing in all materials as a Diamond sponsor. Logo included in all materials, website, & communications as a Diamond sponsor. Special Zoom visit with BKS Executive Director, Melisha Jackman, during your Yuletide dinner. Full-page advertisement (1200px x 800px) placed in 2 BKS Newsletters. Half-page advertisement (1200px x 400px) placed in Yuletide 100 e-invitation. Full-page advertisement in e-Yuletide Journal. Recognition on screen during the Yuletide Ball virtual event. Receive a complimentary *Yuletide 100 at Home Glad Tidings* gift box for your dinner.

\$10,000 - Gold

Listing in all materials as a Gold sponsor. Logo included in all materials, website, & communications as a Gold sponsor. Special Zoom visit with BKS Executive Director, Melisha Jackman, during your Yuletide dinner. Full-page advertisement (1200px x 400px) placed in 1 BKS Newsletter. Quarter-page advertisement (1200px x 200px) placed in Yuletide 100 e-invitation. Half-page advertisement in e-Yuletide Journal. Recognition on screen during the Yuletide Ball. Receive a complimentary *Yuletide 100 at Home Glad Tidings* gift box for your dinner.

\$5,000 - Silver

Listing in all materials as a Silver sponsor. Logo included in all materials, website, & communications as a Silver sponsor. Half-page advertisement (1200px x 400px) placed in 1 BKS Newsletter. Quarter-page advertisement in e-Yuletide Journal. Recognition on screen during the Yuletide Ball. Receive a complimentary *Yuletide 100 at Home Glad Tidings* gift box for your dinner.

\$2,500 - Bronze

Listing in all materials as a Bronze sponsor. Logo included in all materials, website, & communications as a Bronze sponsor. Quarter-page advertisement (1200px x 200px) placed in 1 BKS Newsletter. Recognition on screen during the Yuletide Ball. Receive a complimentary *Yuletide 100 at Home Glad Tidings* gift box for your dinner.

\$1,000 - Angel

Recognition as a Yuletide 100 Angel supporter. Recognition in Invitation, journal, website, and on screen during the dinner. Registered dinner hosts will receive a complimentary *Yuletide 100 at Home Glad Tidings* Gift Box.

\$500 - Supporter

Recognition as Yuletide 100 supporter.

