



**BROOKLYN
KINDERGARTEN
SOCIETY**
EARLY CHILDHOOD EDUCATION
SINCE 1891

101st Annual Yuletide Ball Sponsorship

Yuletide Ball is BKS' largest fundraiser, it provides critical resources that enable BKS to provide the highest quality educational experience for our youngest learners.

Private support enables BKS to support our students' exploration and inquiry into a curriculum based in STEAM (Science, Technology, Engineering, Arts, & Mathematics). Yuletide funds our Music & Movement program which supports our students' cognitive, emotional, social, and behavioral development as well as the physical development of their fine and gross motor skills. Movement & Music brings tennis and violin lessons into our centers, as well as supports our revolutionary Sensory Gym, which provides occupational therapy to our 400 students living in Central Brooklyn. In short, proceeds from Yuletide Ball go to support BKS' work to ensure that our students have an equal first step in their education.

About Yuletide:

Since 1920, generations of Brooklynites have looked forward to this annual gathering and celebration of the holidays. Last year, for the first time in its 100-year history, the Yuletide Ball went virtual due to the coronavirus pandemic. As the City reopens and we begin to recover, the Yuletide Ball is going forward taking the lessons from the last year and reigniting old traditions. We are planning a very special evening, which will continue to evolve and change as we navigate reopening. We are planning to kick off our dinner parties with a virtual YouTube livestream hosted by BKS. We are planning on a return to the Casino for the Yuletide Ball, we will share more information as we know it.

\$50,000 – Platinum

- \$50,000 provides extended day classes for 3 classrooms for a year, extended day classes enable parents to work full-time while their child gets 2 additional hours of instruction.
- Platinum sponsors receive listing in all Yuletide materials, website, and BKS newsletter.
- Full-page advertisement (1200px x 800px) placed in 2 BKS bi-monthly Newsletters (3,000+ list size).
- Entry for up to 20 guests to the Yuletide Ball.

\$25,000 - Diamond

- \$25,000 supports our STEAM (Science Technology Engineering, Arts, & Math) Summer camp for 1 classroom for the summer.
- Diamond sponsors receive listing in all Yuletide materials, website, and BKS newsletter.
- Full-page advertisement (1200px x 800px) placed in 1 BKS bi-monthly Newsletter (3,000+ list size).
- Entry for up to 12 guests to the Yuletide Ball.

\$10,000 - Gold

- \$10,000 supports a year of bi-lingual music and dance enrichment at one of our Centers for our 2 year-old students. Four Gold level sponsors (\$40,000) will support music and dance for our toddlers.
- Gold sponsors receive listing in all Yuletide materials, website, and BKS newsletter.
- Half-page advertisement (1200px x 400px) placed in 1 bi-monthly BKS Newsletter (3,000+ list size).
- Entry for up to 8 guests to the Yuletide Ball.

\$5,000 - Silver

- \$5,000 supports our tennis enrichment program partnership with the Kings County Tennis League at one center for a year. Seven Silver sponsors (\$35,000) will support tennis at all of our Educational Centers.
- Silver sponsors receive listing in all Yuletide materials, website, and BKS newsletter.
- Quarter-page advertisement (1200px x 200px) placed in 1 BKS bi-monthly Newsletter (3,000+ list size).
- Entry for up to 4 guests to the Yuletide Ball.

\$2,500 - Bronze

- \$2,500 supports our violin enrichment program for 2 months at our Brevoort educational center.
- \$2,500 also supports 5 assistant teachers becoming certified teachers.
- Listing in all Yuletide materials, website, and BKS newsletter.
- Recognition as a Yuletide Bronze sponsor in at least 1 BKS bi-monthly Newsletter (3,000+ list size).
- Entry for up to 2 guests to the Yuletide Ball.

\$750 – Angel Ticket

- \$750, 1 Angel ticket, supports 1 day of our STEAM Summer Camp for 18 students. \$1,500, 2 Angel tickets, provides violin classes for 1 month at our Nat Azarow Children's Educational Center in Brownsville Brooklyn. \$1,500, 2 Angel tickets can also provide 1 classroom with an extended day for 1 month, helping parents work full-time in order to support their families.
- Recognition as a Yuletide Ball Angel supporter in the Yuletide invitation and on the website.
- Entry for 1 guest to the Yuletide Ball.

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

Visit us on the web: www.bksny.org/yuletide