

SEPTEMBER 24, 2012

THE **LAMP**

IS TURNING



GALAPAGOS ART SPACE
BROOKLYN, NY

LAMP GALA SPONSORSHIP

WHAT IS THE LAMP?

The [LAMP](#) is a non-profit organization creating a grassroots movement to reform and improve media through hands-on education. Since 2007, The LAMP has travelled to community centers, libraries and schools throughout New York City, teaching over 700 youth, parents and educators how to have healthy and critical relationships with all forms of media.

WHAT IS THE EVENT?

- » Anniversary gala marking five years of media education to New York City youth, parents and educators by honoring award-winning filmmaker and author [Jean Kilbourne](#) and [Mark Crispin Miller](#), professor, author and renowned activist for democratic media reform.
- » Program to be hosted by [Lizz Winstead](#): As co-creator and former head writer of *The Daily Show* and Air America Radio co-founder, Lizz Winstead is one of the top political satirists in America. As a performer, Lizz brought her political wit to *The Daily Show* as a Correspondent and later to the radio waves co-hosting *Unfiltered*, Air America Radio's mid morning show, where she brought on board Hip Hop legend Chuck D and political big brain Rachel Maddow. Lizz's talents as a comedian and media visionary have been recognized by the *New York Times*, the *Washington Post*, *Entertainment Weekly*'s "100 Most Creative People" issue and has brought numerous television appearances, including *Comedy Central Presents* and as a regular contributor for MSNBC's *The Ed Show* and *The Joy Behar Show*. Most recently, Lizz wrote and produced an independent pilot of her Off-Broadway hit, *Wake Up World*, a show Rachel Maddow called, "The funniest thing I have seen in years."

WHO WILL BE ATTENDING?

- » 300 new media influencers, non-profit leaders, activists, educators

HOW MUCH ARE TICKETS?

- » **\$150 Premium:** Includes reserved seating, gift bag, top shelf open bar, passed hors d'oeuvres
- » **\$75 General Admission:** Includes open bar, passed hors d'oeuvres

HOW WILL IT BE PUBLICIZED?

- » Facebook (*average weekly reach: 424*)
- » Twitter (*average impressions/tweet: 349*)
- » E-newsletter (*open rate: 20%; compare to industry standard of 13%*)
- » Media advisories
- » Partners in the New York City nonprofit community

WHEN IS THE EVENT?

Monday, September 24, 7-10pm

WHERE IS THE EVENT?

[Galapagos Art Space](#) in Brooklyn

INTERESTED?

EMAIL OR CALL EMILY LONG
DIR. OF COMMUNICATIONS + DEVELOPMENT
EMILY(AT)THELAMPNYC.ORG
347-563-3313

EVENT SPONSORSHIP LEVELS

OFFICIAL EVENT SPONSOR

\$10,000

- » Company name/logo on event invitation, website and program
- » Company name/logo in multimedia slideshow screened throughout event
- » Recognition from Lizz Winstead during awards presentation
- » Entryway, stage, table, bar signage permitted
- » Four Complimentary Premium Tickets

EVENT CO-SPONSOR

\$5,000

- » Company name/logo on event invitation, website and program
- » Company name/logo in multimedia slideshow screened throughout event
- » Recognition from celebrity emcee during awards presentation
- » Entryway, stage, table, bar signage permitted
- » Complimentary Pair of Premium Tickets

EVENT SUPPORTER

\$1,500

- » Company name/logo on event website, program
- » Lobby, stage, bar signage permitted
- » Complimentary Pair of General Admission Tickets

LAMP VIDEO BIRTHDAY CARD SPONSOR

\$125

- » Friends, supporters, general public submit brief videos of themselves sending birthday wishes/congratulations to The LAMP or LAMP staff member. Submissions are compiled into Birthday Card Video. One contributor, randomly selected from the submissions, wins a pair of General Admission tickets to the event.
- » Sponsor's logo and website appear at beginning and end of final Birthday Card Video, to be screened during event and posted to thelampnyc.org and [YouTube](https://www.youtube.com).

OTHER SPONSORSHIP LEVELS

BEVERAGE SPONSORSHIP LEVELS

OFFICIAL WINE OR SPIRIT SPONSOR

EXCLUSIVITY OF DONATED PRODUCT AT BAR

- » Company name/logo on event invitation, website and program
- » Company name/logo in multimedia slideshow playing throughout event
- » Recognition from celebrity emcee during awards presentation
- » Entryway, stage, table, bar signage permitted
- » Complimentary Pair of Premium Tickets

CHAMPAGNE TOAST SPONSOR

1 BOTTLE OF CHAMPAGNE PER PREMIUM TICKET TABLE; 1 GLASS OF CHAMPAGNE PER GUEST DURING THE LAMP'S BIRTHDAY TOAST

- » Company name/logo on event invitation, website and program
- » Company name/logo in multimedia slideshow playing throughout event
- » Recognition from celebrity emcee during champagne toast
- » Entryway, stage, table, bar signage permitted
- » Complimentary Pair of Premium Tickets

SIGNATURE COCKTAIL SPONSOR

AVAILABILITY OF LAMP SIGNATURE COCKTAIL USING SPONSOR'S DONATED PRODUCT

- » Company name/logo on event invitation, website and program
- » Company name/logo in multimedia slideshow playing throughout event
- » Entryway, stage, table, bar signage permitted
- » Complimentary Pair of General Admission Tickets

CONTACT US

EMILY(AT)THELAMPNYC.ORG OR 347-563-3313

GIFT BAG SPONSORSHIP LEVELS

In-kind donation of product for 100 Premium Gift Bags

PLATINUM GIFT BAG SPONSOR

DONATION VALUE: \$1,000+

- » Company name/logo on event website and program
- » Company name/logo in multimedia slideshow playing throughout event
- » Lobby, stage, bar signage permitted
- » Recognition from Lizz Winstead during awards presentation
- » Complimentary Pair of Premium Tickets

GOLD GIFT BAG SPONSOR

DONATION VALUE: \$500-\$999

- » Company name/logo on event website and program
- » Company name/logo in multimedia slideshow playing throughout event
- » Lobby, bar signage permitted
- » Recognition during awards presentation
- » Complimentary Pair of General Admission Tickets

SILVER GIFT BAG SPONSOR

DONATION VALUE: \$200-\$499

- » Company name/logo on event website and program
- » Lobby signage permitted
- » Company name/logo in multimedia slideshow playing throughout event