



HELEN DEVOS *Legacy* A W A R D

2024 GALA HONORING
**ELLEN ARLINSKY, MARY BLOOM,
& KATE MCGARRY**
APRIL 27, 2024

GALA SPONSORSHIP OPPORTUNITIES

St. Cecilia Music Center
CHAMBERJAZZFOLK



EVENT DETAILS

St. Cecilia Music Center (SCMC) is honored to host the fifth annual Helen DeVos Legacy Award Gala.

The gala honors the legacy of its namesake by recognizing prolific women who have helped to expand and enrich the cultural life of West Michigan. This year, we recognize the “trailblazing trio” of Ellen Arlinsky, Mary Bloom, and Kate McGarry, whose contributions have made SCMC the innovative and professional organization it is today. As a nonprofit founded by nine Grand Rapids women 140 years ago, this event pays tribute to a significant part of our history. Previous honorees include Helen DeVos, Stella Royce, Karen Henry Stokes, and Mary Goodwillie Nelson.

DATE:
April 27, 2024

SCHEDULE:
5:30pm - Cocktail hour
6:30pm - Performance in Royce Auditorium
7:00pm - Dinner in the Dexter Ballroom followed by award presentation

ATTENDANCE:
NUMBER anticipated guests

ATTIRE:
Black Tie Optional

TICKETS:
\$150 - Single Ticket
\$1,200 - 1 Table (8 Seats)
\$1,500 - Silver Table Sponsorship with special recognition
\$3,000 - Silver Table Sponsorship with additional recognition

SPONSORSHIP OPPORTUNITIES

The Helen DeVos Legacy Award Gala is a unique opportunity for your company to show support for women who have blazed a trail in our community through leadership, innovation, and generosity. Sponsorship also includes table seating at the event as well as significant marketing benefits listed below.

SILVER SPONSORSHIP

\$1,500

Eight seat table at Gala, which includes dinner and drinks for each guest.

Text listing on Gala website.

Text listing on Gala email announcement, distributed to 10K+ individuals with a 54% average open rate.

Text listing in Gala program book, distributed to all attendees.

Text listing on lobby Gala sponsorship sign.

Text listing on screen featured during seated dinner at the Gala.

Recognition during award presentation.

GOLD SPONSORSHIP

\$3,000

Eight seat table at Gala, which includes dinner and drinks for each guest.

Text listing on Gala invitation, distributed to 500+ households.

Logo on Gala website.

Logo on Gala email announcement, distributed to 10K+ individuals.

Logo in Gala program book, distributed to all attendees.

Logo listing on lobby Gala sponsorship sign.

Logo on screen featured during seated dinner at the Gala.

Recognition on SCMC's social media channels, with 10K+ followers across Facebook, Instagram, and LinkedIn.

Recognition during award presentation.





FUNDING IMPACT

Sponsorships directly fund SCMC's mission to promote the appreciation, study, and performance of music in order to enrich the human spirit and enhance the quality of life for the residents of West Michigan.

Sponsorships make a meaningful impact by –

Inspiring **2,000+** young people, adults, and families through School of Music programs

Amplifying the artistry of **55+** musicians through the Presenting Series

Supporting **1,000+** free or reduced cost tickets for students and community members

Breaking barriers to high-quality music experiences for **400+** students through in-school programs

Bringing together **10,000+** community members through live music performances

BECOME A SPONSOR

St. Cecilia
Music Center
CHAMBER
JAZZFOLK

www.scmcgr.org
24 Ransom Avenue NE
Grand Rapids, MI 49503

To become a sponsor or to learn more about how you can engage with the Helen DeVos Legacy Gala and St. Cecilia Music Center contact:

Tiffany Dupont Novak
Development Director
tiffany@scmcgr.org
616.459.2224 x205

Scan the QR code to visit SCMC's website, read our FY23 Annual Report, explore events, and more.

