



# KNIGHT *to Remember*

———— GALA SPONSORSHIP DECK ————

JANUARY 17, 2019 | THE PAVILIONS AT WORLD MARKET CENTER



# ***KNIGHT TO REMEMBER GALA***

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## **DINE-AROUND AND VIP EXPERIENCE**

The Vegas Golden Knights Foundation's 2019 Knight to Remember Gala will feature experiences designed to bring a touch of hockey with an assist from the Las Vegas community. This event will showcase Vegas Golden Knights players, local celebrity chefs and handcrafted beverages with 100% of net proceeds benefiting our local non-profit community through the Vegas Golden Knights Foundation. These experiences will be interactive for guests and players alike. The concept for this year's event pairs our 2018-19 Vegas Golden Knights team with renowned local Las Vegas chefs to create several custom walk-around tasting experiences at the Pavilions at World Market Center.

Our Diamond and Gold Circle packages below feature a truly unique option to create custom experiential activations that will make for memorable cornerstones within this year's Gala and provide your business with an in-event branding opportunity like no other. It most definitely will be a Knight to Remember!





# ABOUT THE



The Vegas Golden Knights Foundation is a 501(c)(3) organization that serves as the primary charitable link between the NHL's newest team and the Las Vegas community. 100% of Knight to Remember Gala proceeds benefit the Vegas Golden Knights Foundation that in turn supports deserving local non-profits. The Vegas Golden Knights support Las Vegas non-profits that make a difference every day via direct grants and fundraising partnerships. These initiatives are funded through corporate sponsorships, ticket sales, signature events, in-game programs, and merchandise sales.

## FOUNDATION AREAS OF FOCUS

The Golden Knights Foundation focuses its support on these five priorities:

- » Fostering the physical, social, and emotional growth of Las Vegas youth, with an emphasis on sports.
- » Making sustainable, scalable positive impact on health and wellness through research, education, and prevention.
- » Enhancing teaching and learning through K-12 public school programs and initiatives designed to develop leadership and promote community service.
- » Securing the future of Las Vegas military, first responders, and their families, especially those who have suffered a sacrifice for the greater good.
- » Fighting hunger and homelessness in the Las Vegas community by addressing their root causes.





A Vegas Golden Knights goalie in full gear stands in the center of a hallway. The hallway walls are covered with large, illuminated 'VEGAS STRONG' banners. In the background, other players in Golden Knights jerseys are visible, also in full gear. The lighting is dramatic, with spotlights highlighting the goalie and the banners.

# ***SPONSORSHIP PACKAGES***



# DIAMOND CIRCLE VIP SPONSORSHIP

\$100,000



## EXCLUSIVE EXPERIENCE

- » 20 Golden Sword VIP Ticket
- » VIP Experiences include:
  - » Access to The Golden Sword VIP Event prior to the Gala with Vegas Golden Knights players and team leaders
  - » Celebrity mixologists crafting custom cocktails
  - » Sommelier-hosted reserve wines by Foley Family Wines
- » 40 General Admission Tickets
  - » Access to the Knight To Remember "Dine Around Experience" featuring more than a dozen local celebrity chefs, the entire Vegas Golden Knights 2018-19 team, signature drinks, and a sampling of Foley Family Wines

## EXCLUSIVE MERCHANDISE

- » 20 custom Vegas Golden Knight Helmet sculptures, limited edition (\$500 value/item)
- » 20 swag bags
- » Ability to include mutually-agreed upon sponsor-branded item inside bags

## MARKETING

- » Website
  - » Logo will receive primary placement on Knight to Remember event registration page
  - » Primary sponsorship mention included in website narrative
- » Social Media
  - » Four (4) mentions on Vegas Golden Knight social media platforms leading up to the event

## IN-EVENT BRANDING

- » Experiential Activation
  - » Mutually agreed upon Tier 1 Activation (see activation options slide)
- » Primary logo and sponsorship announcement on stage during event program
- » Logo placement at event check-in
- » Event program
  - » Premium placement with choice of inside front cover or back cover full-page ad



# ***GOLD CIRCLE VIP SPONSORSHIP***

**\$50,000**



## **EXCLUSIVE EXPERIENCE**

- » 10 Golden Sword VIP Ticket
- » VIP Experiences include:
  - » Access to The Golden Sword VIP Event prior to the Gala with Vegas Golden Knights players and team leaders
  - » Celebrity mixologists crafting custom cocktails
  - » Sommelier-hosted reserve wines by Foley Family Wines
- » 20 General Admission Tickets
  - » Access to the Knight To Remember "Dine Around Experience" featuring more than a dozen local celebrity chefs, the entire Vegas Golden Knights 2018-19 team, signature drinks, and a sampling of Foley Family Wines

## **EXCLUSIVE MERCHANDISE**

- » 10 custom Vegas Golden Knight Helmet sculptures, limited edition (\$500 value/item)
- » 10 swag bags
- » Ability to include mutually-agreed upon sponsor-branded item inside bags

## **MARKETING**

- » Website
  - » Logo will receive notable placement on Knight to Remember event registration page
  - » Sponsorship mention included in website narrative
- » Social Media
  - » Two (2) mentions on Vegas Golden Knight social media platforms leading up to the event

## **IN-EVENT BRANDING**

- » Experiential Activation
  - » Mutually agreed upon Tier 2 Activation (see activation options slide)
- » Primary logo and sponsorship announcement on stage during event program
- » Logo placement at event check-in
- » Event program
  - » Premium location full-page ad



# ***SILVER CIRCLE VIP SPONSORSHIP***

**\$25,000**

## EXCLUSIVE EXPERIENCE

- » 6 Golden Sword VIP Ticket
- » VIP Experiences include:
  - » Access to The Golden Sword VIP Event prior to the Gala with Vegas Golden Knights players and team leaders
  - » Celebrity mixologists crafting custom cocktails
  - » Sommelier-hosted reserve wines by Foley Family Wines
- » 10 General Admission Tickets
  - » Access to the Knight To Remember "Dine Around Experience" featuring more than a dozen local celebrity chefs, the entire Vegas Golden Knights 2018-19 team, signature drinks, and a sampling of Foley Family Wines

## EXCLUSIVE MERCHANDISE

- » 6 swag bags

## MARKETING

- » Website
  - » Second tier sponsorship logo placement on the Knight to Remember event registration page
- » Social Media
  - » One (1) mention on Vegas Golden Knight social media platforms leading up to the event

## IN-EVENT BRANDING

- » Rotating logo on stage throughout event
- » Logo placement at event check-in
- » Event Program
  - » Full-page ad



# ***BRONZE CIRCLE SPONSORSHIP***

**\$10,000**



## **EXCLUSIVE EXPERIENCE**

### » **10 General Admission Tickets**

- » Access to the Knight To Remember "Dine Around Experience" featuring more than a dozen local celebrity chefs, the entire Vegas Golden Knights 2018-19 team, signature drinks, and a sampling of Foley Family Wines

## **IN-EVENT BRANDING**

- » Rotating logo on stage throughout event
- » Logo placement at event check-in
- » Event Program
  - » Half-page ad



# ACTIVATION OPTIONS

## TIER 1 ACTIVATION (CHOICE OF ONE)



### MAIN BAR SPONSOR

20' x 20' bar at the center of the event that will be custom branded to represent the sponsor and also tie in with event theming.

### CULINARY SPONSORSHIP

Our culinary team will build a unique culinary activation for you and your guests that will best represent your brand.

### 20'X20' EXPERIENTIAL ACTIVATION

Work with our creative design team to create an experience that interactively and uniquely engages guests of the Gala.

» \$10,000 credit towards buildout, sponsor responsible for additional expenses



# ACTIVATION OPTIONS

## TIER 2 ACTIVATION (CHOICE OF ONE)



### LOUNGE SPONSORSHIP

Build a gathering area in which guests can sit and relax that's representative of your branding with a unique style and look that also tie in with our event themes.

### SPECIALTY DRINK

In collaboration with our culinary team, you can provide input and direction on the custom drinks of the night for our guests. This also includes custom branded drinkware.

### DESSERT BAR SPONSOR

In collaboration with our culinary team, you can provide input and direction on a custom dessert as well as have your branding represented in this space that best fits your needs and those of the event themes.

### EXPERIENTIAL ACTIVATION (10'X20')

Work with our creative design team to create an mutually agreed upon experience that interactively and uniquely engages guests of the Gala.

- » \$5,000 credit towards buildout, sponsor responsible for additional expenses
- » Option to increase activation at sponsor's cost with a personal activation consultation



# *CONTACT US*

FOR ADDITIONAL  
INFORMATION OR QUESTIONS,  
PLEASE CONTACT:

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