

Illuminight

CAMERAS. ACTION.

MARCH 22, 2024

CENTRAL ENERGY
2030 GREGG STREET
COLUMBIA, SC 29201

SERVE  **CONNECT**

PRESENTING SPONSOR:

FORESTACRES
SOUTH CAROLINA

Illuminight
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Dear Friends and Supporters,

Our mission was born from a profound sense of loss and heartbreak. After the passing of my husband Greg, the chasm of divisiveness and the negative narrative surrounding police and community deeply affected me, amplifying my grief. But in those times of darkness, our community rallied, wrapping us in love and affirming that Greg's service and sacrifice were truly valued. This support laid the cornerstone for my healing journey.

Our story is a testament to the power of human connection, a truth that is present in communities around our nation every day. Greg once shared a profound insight, saying, "For every one negative story you hear, there are thousands of positive stories happening every day that go unnoticed." Now, even years later, I continue to see the truth in his words as police and citizens unite daily to foster safer, healthier, and happier communities. This year at Illuminight we are ushering in an era of glamour and spotlight, themed around the golden age of Old Hollywood. We will celebrate the stars

among us – our partners who are scripting compelling tales of hope and healing that often remain unsung. These narratives radiate positivity and are the foundation of the transformative change we see shaping the pathway for a better, united future.

Join us for a blockbuster evening of inspiration, adorned with the glitz and charm of Old Hollywood, and let's fuel our mission for a brighter tomorrow, together. Every story of hope and healing we spotlight is a step towards rewriting the narrative and showcasing what is truly possible when we unite as one community.

Together, we are better
Together, there is hope.

With deep thanks,

Kassy

Kassy Alia-Ray
Founder & CEO
Serve and Connect

ILLUMINIGHT IS A GLAMOROUS EVENING WHERE OLD HOLLYWOOD SPARKLE MEETS THE SPOTLIGHT OF HOPE AND HEALING.

This year, under the dazzling theme of Old Hollywood, we celebrate our partners – the true stars who are scripting new tales of hope and healing. These stories, though often untold in the daily news, sparkle with positivity and community transformation.

The evening unfolds with an inspiring program, where the silver screen showcases stories of renewal and optimism radiating from our communities. Awards will be presented to officers and community champions who have been nominated for their extraordinary efforts in fostering positive change, making them the stars of the night.

It's an evening that reminds us all about the good in our world, as the glitz and glamour of Hollywood brings to light the real-life stories of heroism and unity.

Guests will have golden opportunities to mingle with police officers and community leaders from across South Carolina and beyond, dining on gourmet hors d'oeuvres and enjoying an open bar. Music and entertainment will add the finishing touches to this celebratory evening, making it a blockbuster night of connection and inspiration!

**CONTACT SERVE & CONNECT STAFF
TO CUSTOMIZE YOUR SPONSORSHIP
EXPERIENCE AT:**

KASSY@SERVEANDCONNECT.ORG

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CHIEF JASON ARMSTRONG

FEATURED SPEAKER

Chief Jason Armstrong currently serves as the police chief for the town of Apex, North Carolina. He was previously chief of police for the Ferguson Police Department (Missouri). Chief Armstrong is most known for his time in Ferguson where the department made significant reforms as part of their federal consent decree efforts, while working with stakeholders for sustainable community bridge-building.

Chief Armstrong is recognized as one of the nation's top law enforcement leaders in the areas of community outreach & engagement and police reform. Chief Armstrong has a passion for sharing his experiences and learning lessons and is a sought-after contributor for media outlets, speaker events and trainings in the areas of leadership, police reform, crisis communications and community engagement. Chief Armstrong's commitment to servant leadership has earned him several awards and honors throughout his career culminating in his 2023 selection for President Obama's USA Leaders program.



ANDREA MOCK

EMCEE

We are proud to have WLTX News19 Anchor and Emmy winning journalist, Andrea Mock as our emcee and grateful for her unwavering support for Serve & Connect over the years.

SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR (\$40,000)

By becoming the Title Sponsor of Illuminight 2024, you'll shine a light on your commitment to community, social impact, and the mission of Serve and Connect, creating a memorable and meaningful connection with our event attendees.

- Exclusive naming rights as the 2024 Illuminight Title Sponsor with first right of refusal in 2025
- Logo included on all print materials and digital communications
- Opportunity to speak on stage during the event
- Recognition on all pre- and post-event coverage
- First selection of seating with availability for two tables, up to 20 guests
- Logo prominently displayed on event website
- Full-page ad in event journal
- Two dedicated social media posts reaching 80,000 followers, collectively
- Opportunity to tailor additional benefits for continued recognition and exposure

PRESENTING SPONSOR (SOLD)

FORESTACRES
SOUTH CAROLINA

GREG ALIA AWARD SPONSOR (SOLD)



COMMUNITY CHAMPION AWARD SPONSOR (\$10,000)

"And the award goes to. . ."

Sponsor the 2024 Community Champion Award, recognizing a community leader effecting positive change.

- Exclusive naming rights of the award.
- Opportunity to present the award on stage
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

PROGRAM SPEAKER SPONSOR (\$7,500)

Gain the esteemed honor of introducing the keynote speaker who embodies our vision for change.

- Exclusive naming rights as the Program Speaker Sponsor.
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

COCKTAIL RECEPTION SPONSOR (\$5,000)

Kick off the evening as the honored Cocktail Reception Sponsor.

- Exclusive naming rights and logo display on cocktail napkins.
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

**Limited number of tables available.*

SPONSORSHIP OPPORTUNITIES

VIDEO SPONSOR (\$5,000)

"Experience the movie magic..."

Contribute to storytelling with the sponsorship of a video showcasing our work over the past year.

- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

RED CARPET SPONSOR (\$5,000)

Join us in creating an unforgettable welcome experience as the official red carpet sponsor!

- Exclusive naming rights as red carpet sponsor
- Logo displayed at Red Carpet/Registration area of event
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

PHOTOBOOTH SPONSOR (\$5,000)

Help us create memories for our guests by being this year's official photobooth sponsor!

- Exclusive logo displayed on photobooth print/web image for guests
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

SPEAKEASY LOUNGE SPONSOR (\$3,500)

Step into the glamour of old Hollywood with the Speakeasy Lounge.

- Exclusive naming rights for the Speakeasy Lounge.
- Recognition in all pre- and post-event media coverage.
- Four (4) tickets with reserved seating.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

**Limited number of tables available.*



SPONSORSHIP OPPORTUNITIES

LATE NIGHT SNACK SPONSOR (\$3,500)

Once the party is over, we want to make sure our guests leave with full hearts and a sweet treat thanks to our Late Night Snack sponsor!

- Exclusive sponsor of late-night snack with logo for guests to receive after event.
- Recognition in all pre- and post-event media coverage.
- Four (4) tickets with reserved seating.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts reaching 80,000 followers.
- Option to donate your table to police and community partners.

SPOTLIGHT SPONSOR (\$2,500) (5 SPOTLIGHT SPONSORS AVAILABLE)

LAKE LAND CAPITAL 

Sponsor a movie poster celebrating nominees/officers/agencies adorned with your company's branding.

- Logo prominently displayed on one movie poster spotlighted throughout the evening.
- Logo displayed on event website.
- Logo featured in event journal.
- Logo recognition on event marketing material.
- Two (2) tickets with reserved seating.

NEIGHBORHOOD SPONSOR (\$2,500)

Help us bring the celebration of Illuminight to all as an official neighborhood sponsor. Your support allows us to invite those we serve to attend the evening at no charge.

- Logo displayed on event website
- Logo in event journal
- Logo recognition on event marketing material
- 6 tickets donated to those who are part of our boots-on-the-ground work
- Two (2) tickets with reserved seating

TABLE SPONSOR (\$1,500)

- Secure your table* of eight (8).
- Option to donate your table to police and community partners.

**Limited number of tables available.*

WALK OF FAME STARS

Make your mark on our Serve and Connect Walk of Fame by purchasing your star.

Small Star - \$100 • Medium Star - \$250
Large Star - \$500



SERVE



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