



SNEAKER BALL

JUL 17 SATURDAY, NOVEMBER 8, 2025

THE CENTER AT TWENTY THREE HUNDRED - SACRAMENTO, CA

The Sneaker Ball Fundraiser Gala is the signature event of **Improve Your Tomorrow (IYT)**, a national nonprofit dedicated to increasing college access and success for young men of color. This **Black Tie & Sneakers affair** is an inspiring night to laugh with friends, hear powerful stories, and be moved to make a difference. Join leaders from business, education, government, and philanthropy as we celebrate impact and support the **next generation of changemakers.**

Why Sponsor?

Make generational impact. This year's event supports IYT's College Success Center, a transformative space that will provide mentorship, academic support, leadership training, and career readiness for thousands of young men.

Event Highlights:

- Networking with top industry leaders
- Live entertainment & dancing
- Exclusive auctions & raffles
- Dinner & premium drinks

[Check out last years event](#)



RECOGNITION OPPORTUNITIES

IYT's Sneaker Ball Gala November 8th, 2025	Sponsor Levels			
Recognition Benefits	Change Agent	Accelerator	Affiliate	Comunidad
	\$15,000	\$10,000	\$5,000	\$2,500
Change Agent Sponsor - Your name/logo recognized as presenting sponsor for Sneaker Ball. (Stage signage, verbal acknowledgement, digital & print recognition)	★			
IYT Brother Meet & Greet (VIP Reception) - Your name/logo recognized on reception signage and verbal acknowledgements	★	★		
Centerpiece Recognition - Your name/logo displayed on table centerpieces	★	★		
Event Program Materials - Your name/logo on printed program.	★	★	★	
Step & Repeat - Your name/logo displayed on step and repeat at entrance of the Sneaker Ball.	★	★	★	
Landing Page Recognition - Your name/logo displayed on event landing page and hyperlinked to your website	★	★	★	★
Cycling Slideshow - Your name/logo included on repeating slideshow and displayed on venue screens.	★	★	★	★
Social Media - Your name/org recognized and tagged on event announcement and acknowledgment posts (Facebook, Instagram, and LinkedIn).	★	★	★	★
Annual Report & Acknowledgment - Your name/logo recognized on our printed annual impact report.	★	★	★	★
Reserved Seating - Sponsor levels above "Affiliate" receive Wine & Spirits provided at their table	16	8	8	4



Interested in **sponsoring**? Please email sponsorship@improveyourtomorrow.org

