



P.O. Box 13798 • Birmingham, AL 35202 • rotaractbhm.org

Foundation Ball 2027

AN EVENING OF ELEGANCE, IMPACT, AND NEW BEGINNINGS

Greetings!

We are writing to invite you to become a sponsor of the **Rotaract Club of Birmingham's Foundation Ball 2027**. Birmingham hosts no shortage of galas. We understand that, and we want to be direct about what makes this one different.

Foundation Ball is not a legacy donor dinner or a corporate obligation. It is the one evening each year when more than **400+ of Birmingham's rising young professionals and community partners** gather in one room. These are the people who will lead your industry in ten years. They are the attorneys, researchers, engineers, entrepreneurs, nonprofit executives, and civic leaders who are building their careers and deepening their roots in this city right now. When your company sponsors Foundation Ball, you are not simply supporting a cause. You are placing your brand in front of Birmingham's next generation of decision-makers at the moment they are forming their professional loyalties and community commitments.

Your investment will directly fund two programs that have changed the trajectory of countless students: **Ready2Read**, which puts books and Rotaract volunteers into Birmingham City Schools classrooms, and **Ready2Succeed**, which guides high school students through college applications and scholarships with a 100% college acceptance rate. Your sponsorship level will determine exactly how many books go into the hands of students this year.

Foundation Ball 2027 will also mark a milestone for our club. We will make the first public announcement of the **Rotaract Opportunity Fund**, a new initiative launching in 2026 to cover annual dues for members working in public service, education, and civic sector careers. We believe that a club built on Service Above Self should never price out the people most committed to that ideal. Foundation Ball is where that story begins publicly, and sponsors at every level will be recognized as the partners who helped make it possible.

We would welcome the chance to talk through a sponsorship that works for your organization. The full details are inside this packet. We hope to see your name on the Foundation Ball stage.



Marquis Hollingsworth

Marquis D. Hollingsworth

President | Rotaract Club of Birmingham



Archie Stewart

Archie Stewart

VP of Social | Rotaract Club of Birmingham

Let's shape Birmingham's future, together.

With gratitude and in service,



Event Overview



February 27, 2027



6 – 11:30 p.m.



Birmingham Museum of Art

2000 Reverend Abraham Woods Jr. Blvd

Step into an evening of elegance and impact. The Rotaract Club of Birmingham's Foundation Ball is our signature annual gala, bringing together Birmingham's rising leaders, young professionals, and civic-minded partners for a night of connection, purpose, and philanthropy. Set in one of Birmingham's premier venues, the evening features live music, curated cocktails, gourmet bites, and a packed dance floor.

But beyond the sparkle, Foundation Ball is where Rotaract celebrates a year of service, honors the work of its members and community partners, and raises the funds that make it all possible. Sponsors gain exclusive access to an influential network of over 400 professionals across finance, healthcare, law, tech, nonprofit, and entrepreneurship, all committed to building a better Birmingham.

Why Foundation Ball?

The room is the differentiator. Birmingham hosts many galas. Foundation Ball is the one event where the city's next generation of leaders, not just established executives, gathers with intention. These 400+ young professionals are at the inflection point of their careers: forming loyalties, making purchasing decisions, joining boards, and building networks that will define Birmingham's next chapter. Sponsors don't just get a logo at the door. They get a relationship with the room.

- **A concentrated audience.** 400+ professionals in one place, one evening, with your brand woven throughout the experience.
- **The right moment.** Foundation Ball is a black-tie event with an atmosphere of celebration and generosity. Sponsors are seen as civic leaders, not vendors.
- **Mission alignment.** Every dollar raised goes directly to programs serving Birmingham students and to the new Rotaract Opportunity Fund. Sponsors share in that story.
- **Year-round recognition.** Sponsorship benefits extend well beyond the evening itself, through social media, newsletters, the annual report, and the Rotaract website.

Rotaract
Club of Birmingham



What Your Funding Makes Possible

Signature Service Programs

Ready2Read

Ready2Read fosters a love for reading among second and third-grade students in Birmingham City Schools and i3 Academy. Rotaract volunteers work directly with students in small groups, building vocabulary, critical thinking, and reading comprehension. Every year, the program culminates in each child receiving a copy of each book read to them, building a home library and a lifelong love of learning.

Each year, Ready2Read impacts approximately 500 students, distributes 3,000 books, and logs hundreds of volunteer hours. Corporate partners at the Civic Partner level and above will provide books directly to Birmingham City Schools students.

Ready2Succeed

Ready2Succeed pairs Rotaract mentors with high school students at Parker High School, guiding them through college applications, scholarship opportunities, and professional development. The program boasts a 100% college acceptance rate for participating seniors. Since its inception, Ready2Succeed has provided mentorship to hundreds of students and facilitated \$47,500 scholarships to date. In 2016, Rotary International recognized the program for its innovation and excellence.

Rotaract Opportunity Fund

Making membership possible for those who serve.

Foundation Ball 2027 will mark the first public announcement of the Rotaract Opportunity Fund, a new initiative launching in 2026 to ensure that financial constraints never prevent a committed young professional from joining or remaining part of this club.

Rotaract believes that a club grounded in Service Above Self must reflect the full diversity of Birmingham's professional community, including those working in public service, education, social work, and other civic sector careers where compensation often does not match the depth of contribution. The Opportunity Fund will cover annual dues for members in these fields, keeping Rotaract's doors open to the people most aligned with its mission.

Foundation Ball is where this story begins publicly. Every sponsor at every level will be recognized as a founding contributor to the Opportunity Fund and as a partner in building a more inclusive professional community for Birmingham.

“We believe that Service Above Self should be a value, not a privilege. The Rotaract Opportunity Fund ensures that everyone willing to serve has a seat at the table.”



Sponsorship Levels + Benefits

The following levels represent single-event sponsorship investments in Foundation Ball 2027.

All sponsors are recognized as founding contributors to the Rotaract Opportunity Fund.

Rotaract Club of Birmingham  Contributor: \$1,000 Supporter: \$2,000 Partner: \$4,000 Presenting Sponsor: \$6,000				
VIP Tickets	2 VIP tickets	4 VIP tickets	6 VIP tickets	8 VIP tickets
Logo Placement	Shared sponsor signage	Signage at event entry	Prominent logo on all signage + digital promos	Premier logo on all materials, signage + invites
Naming Rights	—	—	—	“Foundation Ball presented by [Your Company]”
Speaking Opportunity	—	—	—	Brief remarks during the event
Ready2Read: Books for Students	25 books for students	50 books for students	100 books for students	200 books for students

Event Day Activation Sponsorships also available at \$500 each: Photo Moment Sponsor, Beverage Sponsor, and Parking Sponsor. Each includes logo placement at the activation, 2 general admission tickets, and social media recognition.

Note: Companies interested in year-round visibility across both Sip N’ Spell and Foundation Ball, as well as Rotaract’s four signature programs, should ask about our Corporate Partnership opportunities.

A separate Corporate Partnership Packet is available upon request.

Sponsorship Levels + Benefits (cont.)

	Contributor: \$1,000	Supporter: \$2,000	Partner: \$4,000	Presenting Sponsor: \$6,000
Rotaract Opportunity Fund Contribution	Named contributor	Named Contributor	Named contributor + recognition	Featured Opportunity Fund Champion
Social Media Recognition	Included in group sponsor/thank-you post	Dedicated pre-event shoutout	Multi-post feature before + after event	Dedicated spotlight campaign
Logo on Digital Invitations + Event Website	—	—	✓	✓
Logo on Digital Invitations + Event Website	—	—	—	✓
Recognition in Annual Report + Newsletter	Name listed	Name listed	Logo + feature	Featured partner profile

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About the Rotaract Club of Birmingham

Founded in 2004, the Rotaract Club of Birmingham is the **largest young professionals organization in Alabama**, with over 200 members from industries including healthcare, finance, law, tech, and nonprofit leadership.

We are committed to ***Service Above Self*** and three things:

- **Learn:** through monthly luncheons with CEOs, civic leaders, and influencers who share their expertise with our members
- **Socialize:** by building Birmingham's next generation of civic and business leadership through genuine peer connection and community
- **Serve:** via over 600 volunteer hours annually through literacy programs, mentorship initiatives, and board service across the city



Sponsor Foundation Ball 2027

We would love to have your company in the room and on the stage. Whether you are drawn to the mission, the audience, or the opportunity to be part of launching the Rotaract Opportunity Fund, Foundation Ball 2027 is an evening worth investing in.

**To become a Foundation Ball sponsor
or learn more, please contact:**

Archie Stewart | Vice President of Social, Rotaract Club of Birmingham
social@rotaractbhm.org • rotaractbhm.org

Checks payable to:

Rotaract Club of Birmingham Foundation

P.O. Box 13798

Birmingham, AL 35202

The Rotaract Club of Birmingham Foundation is a registered 501(c)(3).

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