CONCERN GLOBAL GALA
Unite to Fight Hunger
NOVEMBER 13, 2020
ON FRIDAY, NOVEMBER 13, CONCERN WILL HOST ITS FIRST-EVER GLOBAL GALA

6:00 PM ET PRE-SHOW | 6:30PM ET GALA | 7:15 PM ET AFTER-PARTY

We’ve combined four of our signature events: the Chicago Women of Concern Awards Luncheon, Seeds of Hope Annual Award Dinner, Thanks for Giving Gala and Winter Ball to bring together a diverse group of 2,000 dedicated supporters for a powerful program with lively entertainment to raise critical funds during this period of lost ticket revenue due to the COVID-19 pandemic.

Under “normal” circumstances Concern is already up against war, famine and natural disasters, but now, it’s all of the above, plus COVID-19. This tumultuous year has forced us to cancel six in-person events that would have raised over 2 million dollars in crucial funds that ensure our life-saving work reaches the millions of people we serve each year. COVID-19 is not just a health crisis but also an economic crisis for the world’s poorest communities and the consequences could be even more devastating with higher unemployment levels, decreased resources and rising hunger levels. These ripple effects threaten to reverse decades of the hard-fought gains we’ve made in eliminating extreme poverty. We are up against the biggest challenge we’ve ever seen, but we can’t let COVID-19 win.

Join us on November 13 for this very special event, not only to support Concern but for a journey around the globe. We’ll take you on the ground to explore the transformative impact of your support in places like Ethiopia and Kenya. Hear from our honoree - Alison Taylor of Archer Daniels Midland - and experience the sights, sounds and beauty of the communities we partner with. We hope you’ll stand with us through this hardship and help us reach our $2M year-end goal so we can continue to serve the most vulnerable people around the world - our strength lies in unity and in our common humanity.

TOGETHER WE CAN STILL CHANGE THE WORLD.
Concern Worldwide US is an international humanitarian organization dedicated to the elimination of extreme poverty. Our mission is to help the world’s poorest people achieve major improvements in their lives that last and spread without ongoing support from Concern.

For the past 50 years, we have ensured that people living in extreme poverty are able to meet their basic needs, achieve their rights, and manage their own development. We do so by working with communities and by using our shared experience and knowledge to address the root causes of poverty.

Concern engages in long-term development work and implements programs that lift people out of poverty by focusing on emergency response, health and nutrition, and climate response and resilience. By supporting the Concern Virtual Gala, you provide access to healthcare, opportunity, and safety even in the most difficult circumstances. Last year, with the help of supporters like you, Concern reached over 28.6 million people in 24 countries across Africa, Asia, the Middle East, and the Caribbean.
Alison Taylor is chief sustainability officer for Archer Daniels Midland Company. In that role, she leads ADM’s Sustainability Committee and oversees the company’s global sustainability policies, programs and public reporting. She also oversees implementation of the company’s Respect for Human Rights policy and is liaison to the ADM Board of Directors Committee on Sustainability and Corporate Responsibility. Prior to joining ADM, Taylor worked for Siemens Corporation, where she was Vice President and Chief Sustainability Officer of the Americas. Taylor also worked on Capitol Hill as counsel for the U.S. House of Representatives Committee on Energy and Commerce, and chief counsel of the U.S. Senate Committee on Environment and Public Works. She was previously a partner in the law firm now known as Davis, Graham and Stubbs, LLC.

Taylor serves on the boards of the Nicholas Institute at Duke University, the Peggy Notebaert Nature Museum in Chicago, the Nature Conservancy-Illinois, and the Leadership Council of the Corporate Eco-Forum. She is also a member of the ADM Cares Committee and ADM’s Diversity & Inclusion Council, and serves on the external advisory board of the ADM Institute for the Prevention of Postharvest Loss. She holds a bachelor’s degree from Duke University and a Juris Doctor from the University of Denver.

Alison will discuss ADM’s $1 million donation toward the creation and implementation of the Lifesaving Education and Assistance to Farmers (LEAF) Project, which was designed to provide immediate and longer-term responses to chronic malnutrition and hunger for people living in extreme poverty in Kenya and Ethiopia.
We all know that saying... see something, say something. I have added to that, do something, and the bottom line is that Concern is really doing something.

- Madeleine K. Albright
ROLE OF COMMITTEE

Committee Chairs and members are asked to identify new donors and help us source sponsorships and prizes to meet our fundraising goal. Committee members are asked to give directly or secure funds in order to help us reach our goal. Concern staff works closely with every member. Each member is asked to:

- Engage their networks- introduce new donors to Concern and help generate income through donations and corporate sponsorships.
- Help to secure prizes - Members are asked to use their best efforts to help secure new and exciting prizes for the event for a silent or live auction.

Concern staff will assist committee members with all fundraising efforts, provide regular financial updates, and report on event progress.
Sponsoring the Concern Global Gala places your brand in front of C-suite executives, business and community leaders, key decision makers, CEOs, and leading entrepreneurs across industries as diverse as publishing, finance, insurance, engineering, advertising, and hospitality. Your brand will appear in online publications in advance of the event, during the event pre-show, as well as during the event program. Aligning your business with Concern will identify you in the mind of consumers as a company with a global mind-set, committed to empowering vulnerable people and their families throughout the world to help them achieve sustainable change in their lives. We welcome the opportunity to partner in changing people’s futures.

SPONSORSHIP OPPORTUNITIES

Sponsoring the Concern Global Gala places your brand in front of C-suite executives, business and community leaders, key decision makers, CEOs, and leading entrepreneurs across industries as diverse as publishing, finance, insurance, engineering, advertising, and hospitality. Your brand will appear in online publications in advance of the event, during the event pre-show, as well as during the event program. Aligning your business with Concern will identify you in the mind of consumers as a company with a global mind-set, committed to empowering vulnerable people and their families throughout the world to help them achieve sustainable change in their lives. We welcome the opportunity to partner in changing people’s futures.

105K
SOCIAL MEDIA FOLLOWERS

80K
SUPPORTER CONTACTS

2K
EVENT ATTENDEES IN 2019

*93 CENTS OF EVERY DOLLAR SUPPORTS OUR PROGRAMS
PAST EVENT SPONSORS

SPONSORSHIP PACKAGES

PRESENTING SPONSOR: $100,000
• Partnership at the $100,000 level can construct 25 wells with safe drinking water
• Exclusive opportunity to show company commercial during the Gala and at the After Party
• Verbal recognition at the beginning of the Gala
• Sponsor logo featured in event video
• Tier one logo placement on auction website, email marketing and virtual event platform
• Advertisement on slides shown during official event pre-show
• Private breakout room for you and your guests
• Event Gift: special gift sent to your home to enjoy during the Gala
• Listing on Concern’s Annual Report

PLATINUM SPONSOR: $50,000
• Partnership at the $50,000 level can provide 890 children with a carton of Plumpy’Nut therapeutic food to treat severe acute malnutrition
• Exclusive opportunity to show company commercial during the Gala
• Verbal recognition at the beginning of the Gala
• Sponsor logo featured in event video
• Tier one logo placement on auction website, email marketing and virtual event platform
• Advertisement on slides shown during official event pre-show
• Private breakout room for you and your guests
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GOLD SPONSOR: $25,000
• $25,000 could build a 6-room school in Sierra Leone to transform the lives of generations of children
• Verbal recognition at Gala
• Sponsor logo featured in event video
• Tier two logo on auction website, email marketing, and virtual platform
• Advertisement on slides shown during official event pre-show
• Private breakout room for you and your guests
• Event Gift: special gift sent to your home to enjoy during the Gala
• Listing in Concern’s Annual Report

SILVER SPONSOR: $15,000
• $15,000 could provide 45 children in Bangladesh with a daily school lunch for approximately 18 months
• Verbal recognition at Gala
• Sponsor logo featured in event video
• Tier two logo on auction website, email marketing, and virtual platform
• Listing in Concern’s Annual Report
SPONSORSHIP PACKAGES

BRONZE SPONSOR: $10,000
• $10,000 could provide 400 families with 1 month of emergency food in Ethiopia
• Verbal recognition at end of Gala
• Tier two logo on auction website and virtual platform
• Listing on Concern’s Annual Report

ENTERTAINMENT SPONSOR: $10,000
• Exclusive verbal recognition in announcement prior to gala entertainment
• Verbal recognition at end of Gala
• Tier three logo featured in email marketing, and on virtual platform
• Listing on Concern’s Annual Report

COCKTAIL SPONSOR: $7,500
• $7,500 could provide monthly healthcare to a child in Bangladesh for 16 months
• Sponsor logo integrated into official After Party content
• Sponsor logo featured on virtual platform and event homepage
• Listing on Concern’s Annual Report

HOPE SPONSOR: $5,000
• $5,000 helps sustain health and nutrition programs like one in Ethiopia that trained 792 community health care workers
• Advertisement on slides shown during official event pre-show
• Tier three logo featured on auction website and on virtual platform
• Listing on Concern’s Annual Report

AUCTION SPONSOR: $5,000
• Name or logo recognition on the auction website and event homepage
• Logo placement on virtual event platform during auction
• Listing on Concern’s Annual Report

TRANSFORM SPONSOR: $3,000
• $3,000 could allow the training of 25 community health workers on nutrition
• Name recognition on slides during official event-preshow
• Name or logo recognition on auction website and on virtual platform

ADVERTISING
• Commercial: $5,000
• Logo featured in event video $3,000
• Tier one logo placement on virtual event platform: $2,500
• Tier two logo placement on virtual event platform: $1,500
• Tier three logo placement on virtual event platform: $500
OUR MISSION
To help people living in extreme poverty achieve major improvements in their lives that last and spread without our ongoing support.

In 2019, Concern directly reached 28.6 MILLION PEOPLE IN 24 COUNTRIES including responding to 82 emergencies in 21 countries.

“CONCERN CHANGES MILLIONS OF PEOPLE’S LIVES — INDEED, THEY EVEN CHANGED MY LIFE...”

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