

MAY 21, 2022

Duluth Entertainment
Convention Center



BLUE LINE BALL

FUNDRAISER

Backing the Blue Line, Inc.

7900 International Drive
Suite 300
Bloomington, MN 55425
backingtheblueline.org



INTRO



WHO WE ARE

Backing the Blue Line is a Minnesota founded 501(c)(3) non-profit organization dedicated to the honor and support of Minnesota law enforcement officers and their families. While supporting the Minnesota law enforcement community, our all-female membership shares the bond that comes with being the significant other of an officer, and we come together to celebrate that unique lifestyle.

OUR MISSION

Backing the Blue Line unites the power of members and generosity of donors to honor and support Minnesota Law Enforcement officers, wives, and families; we mobilize to provide services, labor, and assistance during times of illness or work-related incidents.

OUR VISION

To expand our reach to all Minnesota counties by increasing our supporters, volunteers, and means to assist; we want our interactions to drive a high standard for how law enforcement officers and their families are treated during times of crisis and need.

WHAT IS THE BLUE LINE BALL?

The Blue Line Ball is our largest annual fundraiser that allows Backing the Blue Line to support Minnesota law enforcement families through the year in accordance with our Standard Operating Procedures.

WHY SPONSOR?

With soldout tickets of over 800 guests at the 2018 and 2019 balls (2020 and 2021 cancelled due to COVID), sponsorship of the Blue Line Ball will position your organization in front of involved law enforcement supporters throughout the state of Minnesota and beyond while supporting the mission of Backing the Blue Line.

2021 AT A GLANCE

477 paid members
over 1,700 police wives in private Facebook group
over 18,000 people following our public Facebook page

the fallen officer memorial rose committee handed out our signature blue tipped, white roses at 11 funerals and sent over 50 bouquets for non-line of duty deaths

family support processed nearly 1,200 requests for support ranging from six line of duty deaths to sending over 530 cards offering assistance and celebrating milestones

family support also completed its annual Not So Blue Christmas and Christmas in June

Chief - \$10,000

NAMED AS A BALL PREMIERE SPONSOR: "BLUE LINE BALL PRESENTED BY [YOU]!"
FIVE MINUTE PRESENTATION AT EVENT
TEN BALL TICKETS RESERVED AT VIP TABLE
TABLING OPPORTUNITY AT EVENT TO PROMOTE COMPANY
LOGO FEATURED ON ALL EVENT PROMOTIONAL AND ADVERTISING MATERIALS
SOCIAL MEDIA RECOGNITION
LOGO ON BACKING THE BLUE LINE WEBSITE
LOGO ON FRONT PAGE OF EVENT PROGRAM PLACED IN THE SEAT OF ALL GUESTS
TWENTY HAPPY HOUR DRINK TICKETS

Presentation - \$7,500

INDUSTRY EXCLUSIVE SPONSORSHIP
TWO MINUTE PRESENTATION AT EVENT
EIGHT BALL TICKETS
TABLING OPPORTUNITY AT EVENT TO PROMOTE COMPANY
LOGO FEATURED ON ALL EMAIL EVENT MATERIALS
SOCIAL MEDIA RECOGNITION
LOGO ON BACKING THE BLUE LINE WEBSITE
LOGO ON PRINTED EVENT PROGRAM
SIXTEEN HAPPY HOUR DRINK TICKETS

Captain - \$5,000

VERBAL ACKNOWLEDGEMENT OF SPONSORSHIP DURING EVENT
EIGHT BALL TICKETS
TABLING OPPORTUNITY AT EVENT TO PROMOTE COMPANY
LOGO ON ALL EMAIL EVENT MATERIALS
SOCIAL MEDIA RECOGNITION
LOGO ON BACKING THE BLUE LINE WEBSITE
LOGO ON PRINTED EVENT PROGRAM
TEN HAPPY HOUR DRINK TICKETS

SPONSORSHIP LEVELS

SPONSORSHIP LEVELS

Experience - \$3,500

EXCLUSIVE NAMING RIGHTS OF ONE EVENT EXPERIENCE**
SIX BALL TICKETS
TABLING OPPORTUNITY AT EVENT TO PROMOTE COMPANY
LOGO ON EMAIL EVENT MATERIALS
SOCIAL MEDIA RECOGNITION
LOGO ON BACKING THE BLUE LINE WEBSITE
EIGHT HAPPY HOUR DRINK TICKETS

**EVENT EXPERIENCES: SIGNATURE COCKTAIL, SILENT AUCTION, EMCEE, POST-BALL PIZZA PARTY, TABLE FAVORS (WITH DONATION), PRIZE PULL, HOSPITALITY ROOM BEFORE AND AFTER BALL

Lieutenant - \$2,500

SIX BALL TICKETS
TABLING OPPORTUNITY AT EVENT TO PROMOTE COMPANY
LOGO ON EMAIL EVENT MATERIALS
LOGO ON BACKING THE BLUE LINE WEBSITE
LOGO ON EVENT PROGRAM
SIX HAPPY HOUR DRINK TICKETS

Sergeant - \$1,000

TWO BALL TICKETS
TABLING OPPORTUNITY AT EVENT TO PROMOTE COMPANY
LOGO ON EMAIL EVENT MATERIALS
LOGO ON BACKING THE BLUE LINE WEBSITE
LOGO ON EVENT PROGRAM

Officer - \$500

LOGO ON EMAIL EVENT MATERIALS
LOGO ON BACKING THE BLUE LINE WEBSITE
LOGO ON EVENT PROGRAM

BACKING THE BLUE LINE WILL HAPPILY ACCEPT IN-KIND DONATIONS OF GOODS FOR OUR SILENT AUCTION OR CASH DONATIONS UNDER THE \$500 OFFICER SPONSORSHIP

BACKING THE BLUE LINE RESERVES THE RIGHT TO DETERMINE APPROPRIATE USE AND PLACEMENT OF IN-KIND DONATIONS

YES, I'D LIKE TO SPONSOR THE

2022 BLUE LINE BALL

CONTACT INFORMATION

COMPANY: _____
CONTACT NAME: _____
STREET ADDRESS: _____
CITY, STATE, ZIP: _____
TELEPHONE: _____
EMAIL: _____

SPONSORSHIP LEVEL

- CHIEF: \$10,000
- PRESENTATION: \$7,500
- CAPTAIN: \$5,000
- EXPERIENCE: \$3,500
- LIEUTENANT: \$2,500
- SERGEANT: \$1,000
- OFFICER: \$500
- OTHER AMOUNT: \$_____

IN-KIND DONATION: DESCRIPTION
AND VALUE _____

- I WISH MY GIFT REMAIN ANONYMOUS
- I WISH MY GIFT BE ACKNOWLEDGED
AS DONATED IN MEMORY OF:

PLEASE MAIL COMPLETED FORM
AND/OR IN-KIND DONATIONS TO:
BACKING THE BLUE LINE BALL
7900 INTERNATIONAL DRIVE
SUITE 300
BLOOMINGTON, MN 55425
OR DONATE AT [PAYPAL.ME/BTBL](https://www.paypal.me/BTBL)

WE REQUEST THAT DONATIONS BE IN
HAND BY MARCH 31, 2022, IN ORDER
TO ENSURE USE AT THE BLUE LINE
BALL AND FULL UTILIZATION OF
SPONSORSHIP BENEFITS

QUESTIONS?

SPONSORSHIPS: BALLSPONSORSHIPS@BACKINGTHEBLUELINE.ORG
IN-KIND DONATIONS: BALLDONATIONS@BACKINGTHEBLUELINE.ORG