

Assistance League[®] of Los Angeles
PRESENTS



Inspire. Uplift. Empower.

Sponsorship Opportunities

PROM DAY 2025

ABOUT ASSISTANCE LEAGUE OF LOS ANGELES

Since 1919, Assistance League of Los Angeles, has mobilized hundreds of thousands of member volunteers to raise funds and provide critical need services to the most vulnerable members of our community: children experiencing homelessness, the foster system, and extreme poverty.



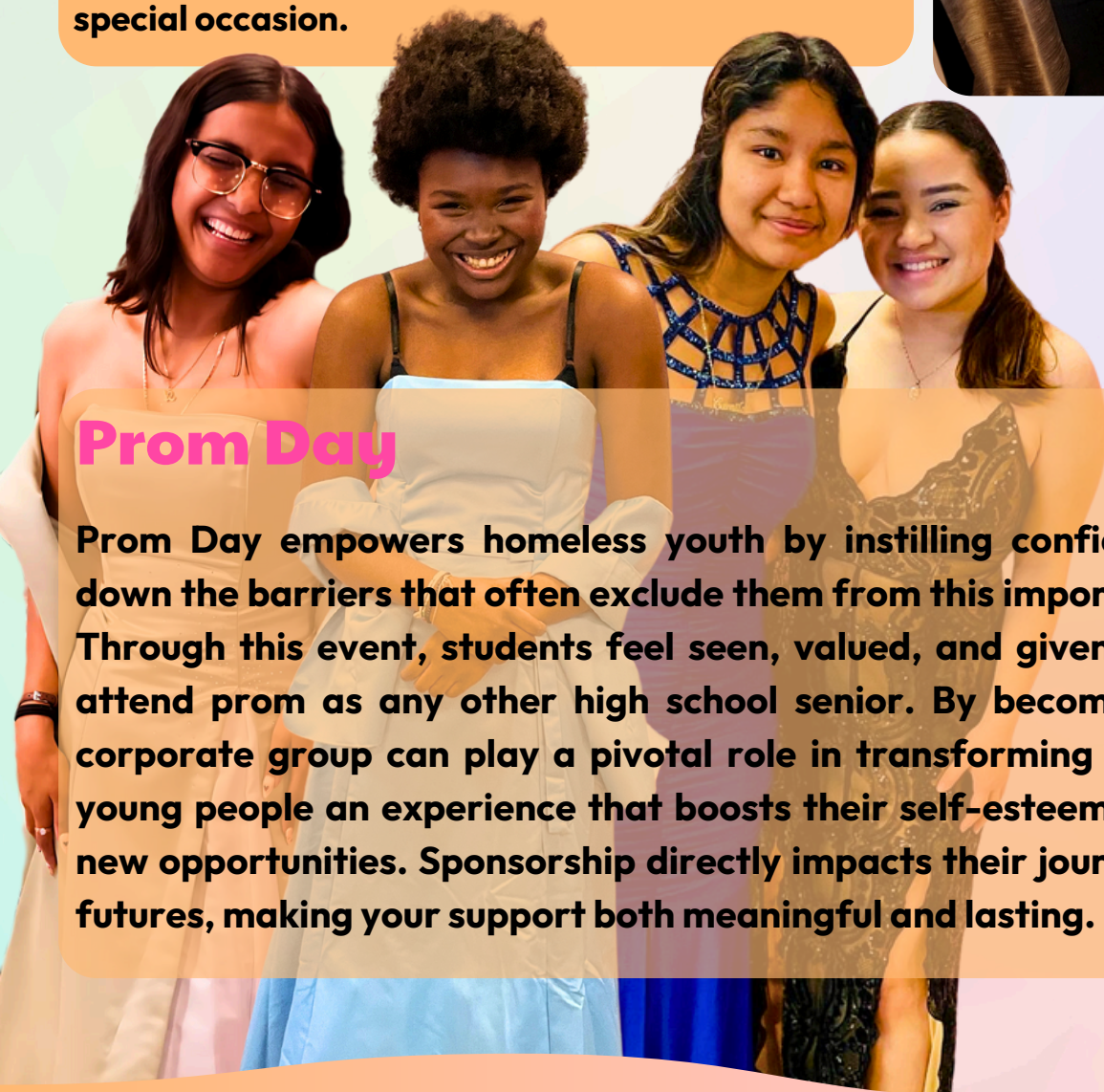
Today

The “League” serves more than 20,000 youth annually through five programs that provide much needed clothing, blankets, grooming items, books, school supplies, arts enrichment, and education opportunities. Our unique programs inspire hope, joy, self-esteem, and increased scholastic engagement.



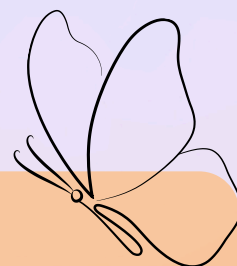
ABOUT PROM DAY

This year marks our 15th Prom Day, a heartfelt event created in partnership with the Los Angeles Unified School District's Homeless Education Office (HEO). We invite high school seniors from HEO to a pop-up Prom boutique where they can "shop" for their dream dresses, shoes, purses, jewelry, and accessories. Understanding the challenges many students face, we also provide each of them with a swag bag filled with high-end beauty and personal care products, as well as a suitcase, all offered completely free of charge to ensure they feel valued and cherished on this special occasion.



Prom Day

Prom Day empowers homeless youth by instilling confidence and breaking down the barriers that often exclude them from this important rite of passage. Through this event, students feel seen, valued, and given the same choice to attend prom as any other high school senior. By becoming a sponsor, your corporate group can play a pivotal role in transforming lives, offering these young people an experience that boosts their self-esteem and opens doors to new opportunities. Sponsorship directly impacts their journey toward brighter futures, making your support both meaningful and lasting.



ABOUT THE EVENT

Prom Day

Will take place at Emerson College on Sunset Blvd. in Hollywood on **April 9th, 2025.**

The League has chosen this aspirational location to give the girls a taste of the college experience and inspire them to further their education after high school.

As a corporate partner, your involvement will support this unforgettable event and also inspire these young women to envision brighter futures and greater opportunities. Together, we can make a lasting impact on their lives.



Volunteer Opportunities

Volunteer duties range from serving as personal shopping assistants to setting up the boutique to replenishing inventory. Every role is important, and we will do our best to accommodate volunteer preferences. Prom Day will be divided into two volunteer shifts that last 4 1/2 hours. Volunteer Orientation required.

SPONSORSHIP LEVELS



	Community \$500 (Limit 5)	Bronze \$1,000 (Limit 3)	Silver \$2,500 (Limit 3)	Gold \$5,000 (Limit 2)	Platinum \$10,000 (Limit 1)	Diamond \$25,000 (Limit 1)
Volunteer spots open for Prom Day**	TBD	TBD	TBD	TBD	TBD	TBD
Social media posts, including reels, stories, and gird (est. 10,000+ impressions)	1	2	4	8	16	30
Digital Journal Advertisement on Presentation Screen	3 sec	5 sec	10 sec	15 sec	30 sec	45 sec
Logo or name recognition on the Prom Day website	✓	✓	✓	✓	✓	✓
Dedicated E-Blast to external partners recognizing support to the League	✓	✓	✓	✓	✓	✓
Corporate Logo on Volunteer Shirts			✓	✓	✓	✓
Recognition in our 2025 Annual Report				5	10	15
Custom post-event volunteer experience for corporate group					✓	✓
Recognition as a sponsor in the Prom Day press release						✓
Premium logo placement on all printed material, including step and repeat and select event signs						



**Sponsors have priority on volunteer opportunities.
"Personal shopper" opportunities are limited.



Prom Day Sponsorship Opportunities

VOLUNTEER ROLES

*Days & Times TBD



Help prep attendee swag bags and load trucks with Prom Day materials.



Help set up prom day boutique, lobby, alterations room, speaker room, volunteer room, and refreshment area.



Help with parking, check-in, greeting, assisting in volunteer lounge, accessories stations, personal stylists, and more.



*Please note!

Only female volunteers may serve as personal stylists.

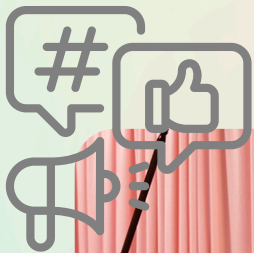


Help with un-assembling and packing all Prom Day boutique items.



PROM DAY MEDIA IMPRESSIONS

Over 3 million media impressions
&
Over 5 million social impressions





Thank you for your consideration!
For more information on sponsoring please
contact Mayboll Carrasco .

CONTACT INFORMATION



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Thank you to our past Sponsors, In-Kind Donors, Corporate & Community Volunteer Groups, and many financial donors!

Official Dress Sponsor

Azazie

Event Host Sponsor

Emerson College

Sponsors

Assistance League of Los Angeles- Young Professionals Group

Assistance League of Los Angeles - Mannequins Auxiliary

Assistance League of Los Angeles- College Alumni Auxiliary

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