

**BROOKLYN CHANGEMAKERS ORG**  
**BALL**

**Brooklyn**  
**Backs**  
**Brooklyn**

**2025**  
**Sponsorship Opportunities**

**CONTACT**

For more information, please contact Cherish Carrillo  
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OCTOBER 29, 2025  
6:30 PM

# BROOKLYN ORG CHANGEMAKERS BALL

ZEROSPACE  
GOWANUS

## WHO WE ARE

Brooklyn Org is a champion for Brooklyn—a partner and platform for local giving, bringing together Brooklynites to power local change. Over the past 15 years, we've moved **over \$130 million** to nonprofits through the generosity of our supporters and Donor Advised Funds.

## IMPACT SNAPSHOT

**\$130M+**

in grants awarded to  
nonprofits since 2009

**100+**

organizations funded  
annually

**200K+**

Brooklynites directly  
impacted each year

**100%**

of event net proceeds  
support Brooklyn  
communities

## BROOKLYN BACKS BROOKLYN

In a time of deep political polarization, economic instability, and federal funding cuts, ***Brooklyn Backs Brooklyn*** is our bold response—a campaign rooted in radical localism, collective action, and unwavering care for our neighbors. Brooklyn isn't just where we live. It's how we show up for each other.

Through this campaign, Brooklyn Org is raising critical funds to support frontline nonprofits that are lifelines to our communities: addressing urgent needs, defending democracy, advancing racial justice, and ensuring no Brooklynite is left behind. We are meeting the moment with urgency, intention, and care.

Your support helps power this movement—directly fueling grants, programs, and impact across the borough, showing what's possible when ***Brooklyn Backs Brooklyn***.

## THE BALL

The Brooklyn Org Changemakers Ball is an evening that unites Brooklynites to celebrate the leaders and organizations driving real change across the borough. It's our largest fundraiser of the year—and a unique celebration of all things Brooklyn. Past Performers and Featured Guests Include: Ana Gasteyer, Phoebe Robinson, DJ Stretch Armstrong, Penn Bagley and Domino Kirke, Robert Lopez and Kristen Anderson-Lopez, Constantine Maroulis, Lynn Nottage, and more!

Held at an iconic Brooklyn venue, the Ball features powerful storytelling and performances that elevate the voices of our community. Last year, nearly 600 guests raised over \$1.2 million for our borough, and this year promises to be even bigger and bolder.

## BROOKLYN ORG 25

The Ball showcases 25 emerging and long-time community changemakers who are making a difference every day through their dedication to Brooklyn and addressing urgent needs in our borough. This year's event will highlight exceptional leaders working on the issues impacting Families, Housing, and Health & Well-Being.

## JOIN US

Your sponsorship helps propel community-led solutions across the borough. The Brooklyn Org Changemakers Ball is more than an event—it's a celebration of justice, equity, and community spirit, rooted right here in Brooklyn.

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## Sponsorship Form

We invite you to align your brand with important racial justice work by sponsoring our 2025 Brooklyn Org Changemakers Ball at one of the following levels:

### CHANGEMAKER SPONSOR - \$100,000

- Seating for 16 guests
- Seating for 4 “Brooklyn Org 25” Changemakers
- Entry for 10 additional guests for the After Party
- Recognition from the stage
- Featured in one pre-event and one post-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### CHAMPION SPONSOR - \$50,000

- Seating for 14 guests
- Seating for 2 “Brooklyn Org 25” Changemakers
- Entry for 6 additional guests for the After Party
- Recognition from the stage
- Featured in one pre-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### ACTIVIST SPONSOR - \$25,000

- Seating for 8 guests
- Seating for 2 “Brooklyn Org 25” Changemakers
- Entry for 4 additional guests for the After Party
- Recognition from the stage
- Full-screen ad in digital journal
- Logo/Listing in event materials and communications

### ADVOCATE SPONSOR - \$12,500

- Seating for 8 guests
- Seating for 2 “Brooklyn Org 25” Changemakers
- Half-screen ad in digital journal
- Logo/Listing in event materials and communications

### NEIGHBOR SPONSOR - \$5,000

- Seating for 4 guests
- Half-screen ad in digital journal
- Listing in event materials and communications

### HOST COMMITTEE - \$2,500

- Seating for 2 guests
- Listing on Event Host Committee
- Listing in event materials and communications

### INDIVIDUAL TICKET - \$1,000

- Seating for 1 guest

## Other Giving Opportunities

### SPONSOR A SEAT FOR A COMMUNITY CHANGEMAKER - \$1,000

- Enables us to provide a ticket for a local nonprofit leader

### FULL-SCREEN DIGITAL JOURNAL AD - \$1,000

### HALF-SCREEN DIGITAL JOURNAL AD - \$500

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## Underwriting Opportunities

### **“BROOKLYN BACKS BROOKLYN” TITLE UNDERWRITER – \$200,000**

Lead the movement. Our premiere event sponsor, with top billing across all platforms and the opportunity to help shape the evening’s experience.

- Exclusive “Presented by” recognition in event title and promotional materials
- Seating for 16 guests
- Remarks from stage and in all press releases
- Recognition from the stage
- Dedicated feature in two pre-event and two post-event social media posts
- Full-screen ad in digital journal
- Highest-priority logo/listing placement in all event materials and communications

### **“BROOKLYN ORG 25” HOUSING UNDERWRITER – \$100,000**

The Brooklyn Org 25 is our annual list honoring the grassroots leaders driving change across the borough, unveiled each year at the Changemakers Ball. This year’s Housing recognition will spotlight a leader tackling Brooklyn’s deepening affordability crisis—advancing solutions that protect tenants, preserve housing access, and fight displacement in our most impacted communities.

- Seating for 8 guests
- Seating for the “Brooklyn Org 25” Housing Presenter
- Recognition from the stage
- Featured in one pre-event and one post-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **“BROOKLYN ORG 25” HEALTH & WELL-BEING UNDERWRITER – \$100,000**

The Brooklyn Org 25 is our annual list honoring the grassroots leaders driving change across the borough, unveiled each year at the Changemakers Ball. This year’s Health & Well-Being recognition will spotlight a leader confronting health disparities and expanding access to care—especially in communities historically excluded from essential health services.

- Seating for 8 guests
- Seating for the “Brooklyn Org 25” Health & Well-Being Presenter
- Recognition from the stage
- Featured in one pre-event and one post-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **“BROOKLYN ORG 25” FAMILIES UNDERWRITER – \$100,000**

The Brooklyn Org 25 is our annual list honoring the grassroots leaders driving change across the borough, unveiled each year at the Changemakers Ball. This year’s Families recognition will spotlight a leader supporting Brooklyn families—protecting immigrant rights, expanding access to essential services, and ensuring every family, regardless of status, can thrive.

- Seating for 8 guests
- Seating for the “Brooklyn Org 25” Families Presenter
- Recognition from the stage
- Featured in one pre-event and one post-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

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## Underwriting Opportunities (cont.)

### **“TAKE THE A TRAIN” SUBWAY CAR EXPERIENCE UNDERWRITER - \$100,000**

This immersive installation brings a full-size NYC subway car into the heart of the Changemakers Ball. A nod to Brooklyn’s pulse and pace, and Duke Ellington’s famous tune, the subway car will be fully branded and transformed into an interactive storytelling experience—complete with interior visual displays and photo moments. As the exclusive sponsor, your brand will be front and center—seen, felt, and remembered.

- Seating for 8 guests
- Custom branding inside and outside the subway car (decals, signage, props)
- Featured in one pre-event and one post-event social media post
- Recognition from the stage
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **TECHNOLOGY UNDERWRITER - \$50,000**

- Seating for 8 guests
- Logo hyperlinked on home page of event management platform
- Recognition from the stage
- Featured in one pre-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **COCKTAIL HOUR UNDERWRITER - \$25,000**

- Seating for 6 guests
- Signage near the subway car
- Logo/Listing on cocktail napkins
- Recognition from the stage
- Featured in one pre-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **AFTER PARTY UNDERWRITER - \$25,000**

- Seating for 6 guests
- Entry for 4 additional guests for the After Party
- Logo/Listing on dessert napkins
- Recognition from the stage
- Featured in one pre-event social media post
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **BROOKLYN “SWAG” UNDERWRITER - \$15,000**

- Seating for 4 guests
- Logo/Listing on a hang tag
- Tagged in one social media post, featuring the swag
- Full-screen ad in digital journal
- Logo/Listing in all event materials and communications

### **“SAFE HOME” UNDERWRITER - \$10,000**

- Seating for 2 guests
- Logo/Listing on signage at exit/Uber Station
- Uber discount “sponsored by” in dedicated email to guests
- Full-screen ad in digital journal
- Logo/Listing in event materials and communications

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