

THE NEXT STEP  
SCHOLARSHIP  
GALA

# 2026 SPONSORSHIP OPPORTUNITIES

SATURDAY, OCTOBER 10, 2026

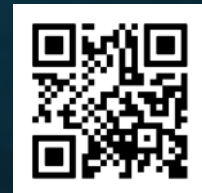
5:30 PM

SHERATON WESTPORT CHALET HOTEL

[THENEXTSTEPSTL.ORG/GALA](https://thenextstepstl.org/gala)



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Saint Louis, MO 63122  
314.719.2880, ext 102  
sleblanc@thenextstepstl.org  
Tax ID: 20-1750945



# ABOUT THE NEXT STEP

- ★ Our mission is to provide tuition assistance to individuals active in a 12-step recovery program for substance use disorder who demonstrate financial need and are pursuing an academic or vocational education.
- ★ Since 2005, we have impacted countless lives in the St. Louis community by providing more than **\$3.3 million in funding and 1231 scholarships.**
- ★ We fund Associate's, Bachelor's, and advanced degrees, as well as vocational, technical, and certification programs.
- ★ To qualify, applicants must be active in a 12-step recovery program for substance use disorder, have a minimum of one year of recovery, demonstrate financial need, be employed at least part-time, and live in the St. Louis metropolitan bi-state region, including surrounding counties in Missouri and Illinois.
- ★ Scholarships can be used for tuition and books and are paid directly to the educational institution.

OUR IMPACT

## 2026 FUNDING

**\$584,500**

SCHOLARSHIP FUNDING AWARDED

*17% funding increase from 2025*

**154**

SCHOLARSHIP RECIPIENTS



Scan to learn more about how The Next Step supports recovery through education.

# STUDENT TESTIMONIALS



**Michael F.**



The Next Step scholarship has allowed me to advance not only in my career but also in life. I owe so much to The Next Step program and I look forward to continuing to spread the mission of helping people like me achieve their goals!



**Deborah J.**



For someone in recovery, pursuing education is not always an easy path. Financial barriers and self-doubt often stand in the way. This scholarship reminded me that I am not defined by my past and that others believe in my potential, and it gave me confidence that my hard work and commitment to sobriety mattered!



**ABBY S.**

Receiving this scholarship changed my life. Not just because of the financial relief, but because it felt like someone out there truly believed in me and in the life I have been working so hard to build over the last few years.

The Next Step reminded me that redemption is real and that recovery opens doors.

# WAYS TO SUPPORT

## SPONSORSHIP

- ★ Showcase your company or family support through event advertising, reaching over 500 attendees
- ★ Digital marketing on social media (2,400 followers) and email marketing (2,500 individuals)
- ★ Recognition on The Next Step website, with over 31,000 annual page views (9,400 visitors)
- ★ Print recognition on the event invitation and year-end newsletter, mailed to 2,200 households
- ★ Table of 10 can be donated to our students if you cannot attend and you receive a full tax deduction

## STUDENT SPONSORSHIP

- ★ Provide gala tickets to our scholarship recipients and fund the pre-event student celebration
- ★ 100% tax-deductible

## FUND A FUTURE

- ★ Give a 100% tax-deductible donation during the paddle raise at the event
- ★ If you can't attend, a student will raise a paddle on your behalf

## ★ WHY GIVE? ★

Supporting education is an investment in the long-term success of individuals in recovery.


By supporting our organization, you can help reduce the stigma associated with substance use disorder.

Tuition assistance provides a concrete and tangible form of support.

You will be actively helping individuals in recovery build a new, positive chapter in their lives.

**Together, we are making St. Louis a better community!**

# SPONSORSHIP BENEFITS

	 <b>PRESENTING</b> \$25,000	<b>DIAMOND</b> \$15,000	<b>PLATINUM</b> \$10,000	<b>GOLD</b> \$5,000	<b>SILVER</b> \$2,500
EVENT TICKETING	<ul style="list-style-type: none"> <li>VIP table of 10 with elite front of stage seating</li> <li>Student table donated in your honor</li> <li>Invitation to speak at student program and early event entry</li> </ul>	<ul style="list-style-type: none"> <li>VIP table of 10 with premier seating near the stage</li> <li>Invitation to student program and early event entry</li> </ul>	<ul style="list-style-type: none"> <li>VIP table of 10 with premium seating at the front of the room</li> </ul>	<ul style="list-style-type: none"> <li>Table of 10 with preferred seating</li> </ul>	<ul style="list-style-type: none"> <li>Table of 10 with standard seating</li> </ul>
PRINT ADVERTISING	<ul style="list-style-type: none"> <li>Prominent logo or name on event invitation cover</li> <li>Prominent logo or name in annual newsletter</li> <li>Prominent logo or name on signage at The Next Step office</li> </ul>	<ul style="list-style-type: none"> <li>Logo or name featured on event invitation</li> <li>Logo or name featured in annual newsletter</li> <li>Logo or name featured on signage at The Next Step office</li> </ul>	<ul style="list-style-type: none"> <li>Logo or name highlighted on event invitation</li> <li>Logo or name highlighted in annual newsletter</li> <li>Logo or name highlighted on signage at The Next Step office</li> </ul>	<ul style="list-style-type: none"> <li>Name listed on event invitation</li> <li>Name listed in annual newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Small name listing on event invitation</li> <li>Small name listing in annual newsletter</li> </ul>
DIGITAL ADVERTISING	<ul style="list-style-type: none"> <li>Prominent logo or name and website link on event website</li> <li>Sponsorship spotlight on social media and email marketing</li> <li>Logo or name, company video, and website link on The Next Step website</li> <li>Opportunity to share company video or content on social media</li> </ul>	<ul style="list-style-type: none"> <li>Logo or name featured on event website</li> <li>Sponsorship featured on social media and email marketing</li> <li>Logo or name featured on The Next Step website</li> </ul>	<ul style="list-style-type: none"> <li>Logo or name highlighted on event website</li> <li>Sponsorship highlighted on social media and email marketing</li> <li>Logo or name highlighted on The Next Step website</li> </ul>	<ul style="list-style-type: none"> <li>Logo or name displayed on event website</li> <li>Sponsorship mention on social media and email marketing</li> <li>Logo or name displayed on The Next Step website</li> </ul>	<ul style="list-style-type: none"> <li>Small logo or name displayed on event website</li> <li>Sponsorship mention on social media and email marketing</li> <li>Small logo or name on The Next Step website</li> </ul>
EVENT ADVERTISING	<ul style="list-style-type: none"> <li>Sponsorship recognition from the podium <u>twice</u> during the event</li> <li>Opportunity to give brief podium remarks</li> <li>Full-page color ad on the back or inside cover of the event program, plus logo or name on the cover</li> <li>Prominent logo or name display on all event signage and video screens</li> <li>Prominent logo or name on 10' x 10' photo backdrop</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship recognition from the podium during the event</li> <li>Full-page color ad in a premium location in the event program</li> <li>Logo or name featured on all event signage and video screens</li> <li>Logo or name featured on 10' x 10' photo backdrop</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship recognition from the podium during the event</li> <li>Full-page color ad in the event program</li> <li>Logo or name highlighted on all event signage and video screens</li> </ul>	<ul style="list-style-type: none"> <li>Half-page color ad in event program</li> <li>Logo or name displayed on all event signage and video screens</li> </ul>	<ul style="list-style-type: none"> <li>Quarter-page ad in event program</li> <li>Small logo or name displayed on all event signage and video screen</li> </ul>

If you cannot attend, donate your table of 10 to our students and still receive all advertising benefits and a 100% tax deduction.

# STUDENT SPONSORSHIPS

## STUDENT CHAMPION SPONSOR

\$2,500

- Provides tickets for 10 students to attend the Scholarship Gala
- Helps fund The Next Step hoodies for all of our students
- Provides decor and refreshments for the pre-event student program
- Logo or name recognition on student program signage
- Logo or name displayed on video screens during the program
- Sponsorship highlight on website, digital media, event program and signage, and annual newsletter

## STUDENT SUPPORT SPONSOR

\$1,000

- Provides tickets for 5 students to attend the Scholarship Gala
- Helps fund The Next Step hoodies for all of our students
- Logo or name recognition on student program signage
- Logo or name displayed on video screens during the program
- Sponsorship listing on website, digital media, event program and signage, and annual newsletter

## STUDENT TICKET SPONSOR

\$150

- Provides a ticket for a student to attend the Scholarship Gala
- Name listing on student program signage

Student sponsorships are 100% tax-deductible. Please note they do not include attendee tickets for the purchaser.



### OUR STUDENTS THANK YOU!

Your sponsorship provides our 2026 scholarship recipients with Gala tickets.





# SUPPORT THE GALA!



Help us make St. Louis a better community by becoming an event sponsor, sponsoring a student, or making a donation to our 2026 Scholarship Gala. Your generosity supports our mission and creates a lasting impact!

## REGISTER OR DONATE ONLINE

[thenextstepstl.org/gala](https://thenextstepstl.org/gala)



## DONOR ADVISED FUNDS OR CHECK PAYMENT

The Next Step  
10097 Manchester Rd., Suite 207  
Saint Louis, MO 63122  
Tax ID: 20-1750945

## STOCK DONATIONS OR INVOICING

Contact us to start the process:  
Sherry LeBlanc, Senior Director  
[sleblanc@thenextstepstl.org](mailto:sleblanc@thenextstepstl.org)  
314.719.2880, ext 102

Connect with Darcy Glidewell at **314.378.9515** or [dglidewell@thenextstepstl.org](mailto:dglidewell@thenextstepstl.org) to discuss the most beneficial way to show your support for our Scholarship Gala!

