



2025 SPONSORSHIP OPPORTUNITIES

SATURDAY, OCTOBER 4, 2025

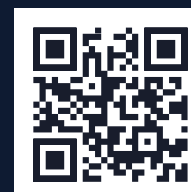
5:30 PM

SHERATON WESTPORT CHALET HOTEL



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

10097 Manchester Rd., Suite 207
Saint Louis, MO 63122
314.719.2880, ext 102
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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 **\$2.3 million in funding and 932 scholarships.**
- We fund undergraduate, graduate, and PhD degree programs, and vocational and technical 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.

2024 FUNDING A RECORD-BREAKING YEAR

\$357,602

SCHOLARSHIP FUNDING AWARDED
43% increase from 2023

110

SCHOLARSHIP RECIPIENTS

2024 DEGREE PROGRAMS

80

UNDERGRADUATE

3

PHD/DOCTORATE

19

GRADUATE

8

VOCATIONAL/TECHNICAL

2024 DEMOGRAPHICS

39

AVERAGE AGE

57

ZIP CODES

24%

SINGLE PARENTS

33

SCHOOLS

29%

BIPOC

BLACK, INDIGENOUS, AND PEOPLE
OF COLOR

75%

WORK FULL-TIME

STUDENT TESTIMONIALS

PATRICK B.

Current Recipient | Bachelor's in Social Work



"I battled substance use disorder for most of my life. In 2019, I had a life-altering car accident that resulted in a partial leg amputation. I was full of shame, hurt the people I love, and almost died, but I became sober and started on a new path. As a US Marine Corps veteran, I wanted to use my experience to help other struggling veterans. I am so grateful for this second chance in life and look forward to giving back to the community."

BEVIN W.

Current Recipient | Associate's in Nursing



"As a single mother of three, every day is a balancing act of parenting, working, and striving to create a better life for my family. Since entering recovery in 2020, I've been determined to build a brighter future, and pursuing a nursing degree has always been my dream. Becoming a recipient of the scholarship changed everything — it gave me hope and a path forward. Without The Next Step's financial assistance, I would not be in school today. Words cannot fully express my gratitude for this incredible opportunity."

JESSICA H.

Current Recipient | Bachelor's in Nursing



"For the first time in my life, I am prioritizing my own future. Without The Next Step, I would not be on this path. My partner and I are both scholarship recipients, working hard to get our degrees. It's challenging, but I'm determined to break the cycle of poverty and serve as a role model for my bonus children. Without these scholarships, I'm not sure how I would be able to get my degree without incurring massive debt. I will forever be grateful for this opportunity."

WAYS TO SUPPORT

SPONSORSHIP

- Showcase your company or family support through event advertising, reaching 520 attendees
- Digital marketing on social media (2100 followers) and email marketing (1800 individuals)
- Recognition on our website, with an estimated 7,000 impressions per year
- Print recognition on the event invitation and year-end newsletter, mailed to 2,000 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
- Special recognition at student tables
- 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.
- Ultimately, you are helping build a stronger, more successful St. Louis community.

SPONSORSHIP OVERVIEW

✦ Indicates new or enhanced benefit!

	PRESENTING \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500
EVENT TICKETING	<ul style="list-style-type: none"> VIP table of 10 with elite front of stage seating ✦ Invitation to speak at student program and early event entry ✦ Student table donated in your honor 	<ul style="list-style-type: none"> VIP of 10 with premium seating near the stage ✦ Invitation to student program and early event entry 	<ul style="list-style-type: none"> Table of 10 with preferred seating 	<ul style="list-style-type: none"> Table of 10 with standard seating
PRINT ADVERTISING	<ul style="list-style-type: none"> Prominent logo or name placement on event invitation in two spots Logo or name prominently featured in year end newsletter ✦ Logo or name featured on The Next Step office donor wall 	<ul style="list-style-type: none"> Logo or name highlighted on event invitation Logo or name highlighted in year end newsletter ✦ Logo or name highlighted on The Next Step office donor wall 	<ul style="list-style-type: none"> Logo or name printed on event invitation Logo or name printed in year-end newsletter 	<ul style="list-style-type: none"> Small logo or name printed on event invitation Small logo or name printed in year-end newsletter
DIGITAL ADVERTISING	<ul style="list-style-type: none"> Digital ads, featured logo or name display, and website link on event website Sponsorship featured on social media and email marketing ✦ Logo or name featured on our website, along with company video and website link ✦ Opportunity to share company video or content on social media 	<ul style="list-style-type: none"> Logo or name highlighted on event website Sponsorship highlight on social media and email marketing ✦ Logo or name highlighted on The Next Step website 	<ul style="list-style-type: none"> Logo or name displayed on event website Sponsorship displayed on social media and email marketing ✦ Logo or name displayed on The Next Step website 	<ul style="list-style-type: none"> Small logo or name displayed on event website Sponsorship displayed on social media and email marketing ✦ Small logo or name displayed on The Next Step website
EVENT ADVERTISING	<ul style="list-style-type: none"> ✦ Sponsorship recognition from the podium <u>twice</u> during the event Full-page color ad in a premium location in the event program, plus logo or name on the cover Prominent logo or name display on all event signage and video screens ✦ Logo or name featured on a 10x10 photo backdrop ✦ Opportunity to showcase an ad or message on a large easel display 	<ul style="list-style-type: none"> Sponsorship recognition from the podium during the event Full-page color ad in a preferred location in the event program Logo or name highlighted on all event signage and video screens 	<ul style="list-style-type: none"> Half-page color ad in event program Logo or name displayed on all event signage and video screens 	<ul style="list-style-type: none"> Quarter-page ad in event program Small logo or name displayed on all event signage and video screen

If you cannot attend, you may donate your table of 10 to our students and receive all of the advertising benefits.
Contact us for more details.

STUDENT SPONSORSHIPS

STUDENT CHAMPION SPONSOR

\$2,000

- Provides tickets for ten students to attend the Scholarship Gala
- Sponsors decorations and gifts for student tables
- Provides refreshments for the student volunteer room
- Logo or name recognition on student table signage
- Logo or name displayed on video screens during the program
- Sponsorship highlight on website, social media, email blast, and annual newsletter

STUDENT HOODIE SPONSOR

\$1,500

- Provides The Next Step hoodies to our students as a Scholarship Gala gift
- Logo or name recognition on student table signage
- Logo or name displayed on video screens during the program
- Sponsorship listing on website, social media, email blast, and annual newsletter

STUDENT FRIEND SPONSOR

\$750

- Provides tickets for five students to attend the Scholarship Celebration
- Logo or name displayed on video screens during the program
- Logo or name recognition on student table signage

STUDENT TICKET SPONSOR

\$150

- Provides a ticket for a student to attend the Scholarship Celebration
- Logo or name recognition on student table 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 2025 scholarship recipients with gala tickets.



CELEBRATE 20 YEARS OF IMPACT!

Join us in making a difference with an event sponsorship, student sponsorship, or donation for our 20th Anniversary Gala. Your generosity supports our mission and creates a lasting impact.

REGISTER OR DONATE ONLINE

thenextstepstl.org/gala



CHARITABLE 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
314.719.2880, ext 102

Opportunities are available to sponsor décor, giveaways, or our gratitude meeting.

We are also seeking high-end items for our Dream Raffle and Live Auction.

Connect with Darcy Glidewell at **314.378.9515** or **dglidewell@thenextstepstl.org** to discuss the most beneficial way to show your support for our 20th Anniversary Gala!

