

IT'S GOING TO BE OK, INC.

PRESENTS

7th Annual

HOPPEE Pearls

GALLA

SPONSORSHIP OPPORTUNITIES



RENAISSANCE HOTEL

7th Annual
Hope & Pearls Gala
January 25, 2025

Renaissance Dallas Hotel
2222 NORTH STEMMONS FREEWAY
DALLAS, TEXAS, USA, 75207

HOTEL



Our mission at

It's Going To Be OK Inc.

is to eradicate human trafficking and to create a just world where women, children, and all vulnerable adults are safe, respected, and valued.



ABOUT

"Hope and Pearls" Gala

The "Hope and Pearls" Gala is an important fundraiser for our organization, which is expanding a national and local education and awareness campaign against human trafficking. With the proceeds raised during the Gala, It's Going To Be Ok, Inc. will continue to provide safe housing, trauma-informed care, counseling, housing, job readiness, parenting classes, and education to the community, and to continue providing basic necessities and accommodations in hotels until safe houses can be built for girls, women, and children.

Additionally, this Gala provides an opportunity for our clients to be honored, in a healthy and supportive environment. Throughout the gala, we celebrate their perseverance, highlight the beauty of who they are internally and externally, with a strong focus on empowering them along this journey.



ABOUT

Dr. Tonya Stafford

Dr. Tonya Stafford is the founder of "It's Going To Be OK, Inc.," a non-profit organization dedicated to supporting victims of human trafficking by providing trauma-informed care, including housing, food, clothing, and mental health counseling. As a survivor of human trafficking, Dr. Stafford's journey began when she was sold at 13 by her mother for drugs. Her personal experience fuels her passion and dedication to protecting women, children, and all vulnerable adults.

Since its inception in 2014, Dr. Stafford's organization has expanded its reach and impact internationally, offering comprehensive support to trafficking victims. Notably, she has testified before the Texas State Senate, helping to pass House Bill 2290, which recognizes January as Human Trafficking Prevention Month. Additionally, she has been featured in the documentary "Be The One," produced by Ken Paxton, Attorney General of Texas, which is mandated viewing for all state employees. In 2023, Dr. Stafford received the Presidential Lifetime Achievement Award.

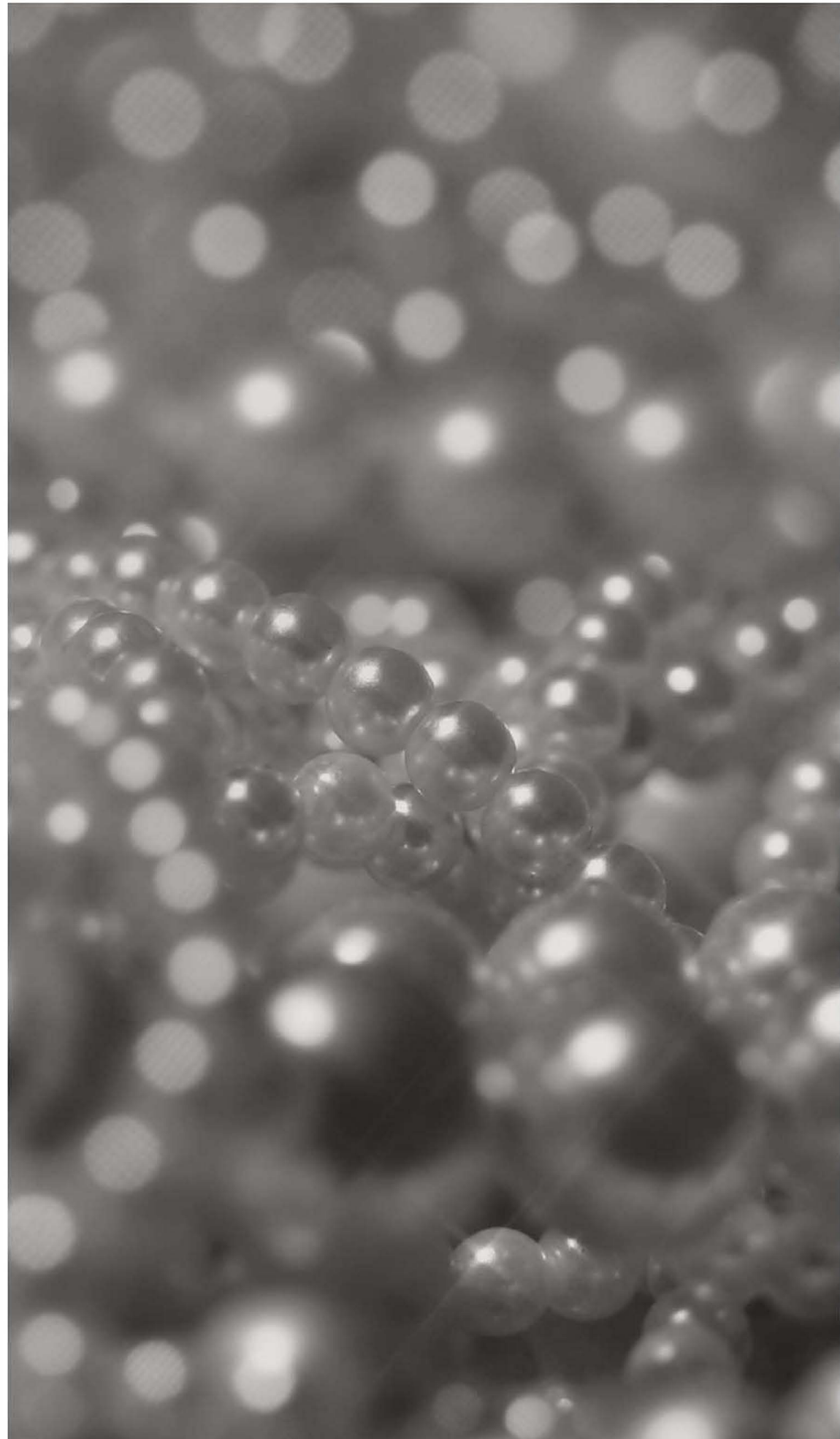
Dr. Stafford's responsibilities include overseeing the organization's day-to-day operations as Executive Director and training law enforcement, FBI, Homeland Security, healthcare professionals, faith-based leaders, community members, corporate America, and airline and hotel staff on trafficking awareness and prevention. She is an international speaker who absolutely loves her work because it allows her to transform her painful past into a beacon of hope for others, one survivor at a time.



Sponsorship

LEVELS AND BENEFITS





Presenting
HOPE & PEARLS

Title Sponsor

\$50,000

- ORGANIZATION LOGO LISTED AS A PEARL SPONSOR ON ALL ADVERTISING AND PROMOTIONAL MATERIALS INCLUDING NEWSPAPER ADS, FLYERS, POSTER, EVENT BANNER, EVENT PROGRAM AND E-BLASTS
- ORGANIZATION LOGO ON THE IT'S GOING TO BE OK WEBSITE (WWW.IGTBOK.ORG)
- BRANDING AND SPEAKING OPPORTUNITY FOR COMPANY REPRESENTATIVE ON STAGE
- PRESS RELEASE ANNOUNCING PEARL SPONSOR AND GALA (DISTRIBUTED VIA NEWSWIRE SERVICE)
- MENTION IN MARKETING MATERIALS, NEWS RELEASES, SOCIAL MEDIA PROMOTIONS AND ADVERTISING
- COMPANY NAME/LOGO ON STEP AND REPEAT BANNER
- NAME PROMINENTLY PLACED FULL-PAGE AD IN GALA PROGRAM
- ORGANIZATION LOGO ON GALA MEDIA SCREEN
- PRODUCT OR PROMO ITEM FOR DOOR PRIZES GIVEAWAYS
- THIRTY TICKETS TO THE HOPE & PEARLS GALA



Diamond Sponsor

\$40,000

- ORGANIZATION LOGO LISTED AS A DIAMOND SPONSOR ON ALL ADVERTISING AND PROMOTIONAL MATERIALS INCLUDING NEWSPAPER ADS, FLYERS, POSTER, EVENT BANNER, EVENT PROGRAM AND E-BLASTS
- ORGANIZATION LOGO ON THE IT'S GOING TO BE OK WEBSITE (WWW.IGTBOK.ORG)
- BRANDING AND SPEAKING OPPORTUNITY FOR COMPANY REPRESENTATIVE ON STAGE
- MENTION IN MARKETING MATERIALS, NEWS RELEASES, SOCIAL MEDIA PROMOTIONS AND ADVERTISING
- COMPANY NAME/LOGO ON STEP AND REPEAT BANNER
- NAME ON FULL-PAGE AD IN GALA PROGRAM
- ORGANIZATION LOGO ON GALA MEDIA SCREEN
- PRODUCT OR PROMO ITEM FOR DOOR PRIZES GIVEAWAYS
- TWENTY TICKETS TO THE HOPE & PEARLS GALA



Ruby Sponsor

\$30,000

- ORGANIZATION LOGO LISTED AS A RUBY SPONSOR ON ALL ADVERTISING AND PROMOTIONAL MATERIALS INCLUDING NEWSPAPER ADS, FLYERS, POSTER, EVENT BANNER, EVENT PROGRAM AND E-BLASTS
- ORGANIZATION LOGO ON THE IT'S GOING TO BE OK WEBSITE WWW.IGTBOK.ORG
- MENTION IN MARKETING MATERIALS, NEWS RELEASES, SOCIAL MEDIA PROMOTIONS AND ADVERTISING
- COMPANY NAME/LOGO ON STEP AND REPEAT BANNER
- HALF PAGE AD IN GALA PROGRAM
- PRODUCT OR PROMO ITEM FOR DOOR PRIZES GIVEAWAYS
- TEN TICKETS TO THE HOPE & PEARLS GALA



Emerald Sponsor

\$10,000-\$20,000

- ORGANIZATION LOGO LISTED AS AN EMERALD SPONSOR ON ALL ADVERTISING AND PROMOTIONAL MATERIALS INCLUDING NEWSPAPER ADS, FLYERS, POSTER, EVENT BANNER, EVENT PROGRAM AND E-BLASTS
- ORGANIZATION LOGO ON THE IT'S GOING TO BE OK WEBSITE (WWW.IGTBOK.ORG)
- ORGANIZATION MENTIONED FROM STAGE
- MENTION IN MARKETING MATERIALS, SOCIAL MEDIA PROMOTIONS AND ADVERTISING
- COMPANY NAME/LOGO ON STEP AND REPEAT BANNER
- QUARTER PAGE AD IN GALA PROGRAM
- TEN TICKETS TO THE HOPE & PEARLS GALA



Sapphire Sponsor

\$5,000

- ORGANIZATION LOGO LISTED AS A SAPPHIRE SPONSOR ON ALL ADVERTISING AND PROMOTIONAL MATERIALS INCLUDING NEWSPAPER ADS, FLYERS, POSTER, EVENT BANNER, EVENT PROGRAM AND E-BLASTS
- ORGANIZATION LOGO ON THE IT'S GOING TO BE OK WEBSITE (WWW.IGTBOK.ORG)
- MENTION IN MARKETING MATERIALS, NEWS RELEASES, SOCIAL MEDIA PROMOTIONS AND ADVERTISING
- COMPANY NAME/LOGO ON STEP AND REPEAT BANNER
- PRODUCT OR PROMO ITEM FOR DOOR PRIZES GIVEAWAYS
- TEN TICKETS TO THE HOPE & PEARLS GALA



Group Tables

General Admission

\$1,575

- Ten General Admission Tickets

VIP

\$2,500

- Ten General Admission Tickets
- Access To VIP Happy Hour
- VIP Gift Bags

Supporting Sponsorship Opportunities

Group A = \$8,000

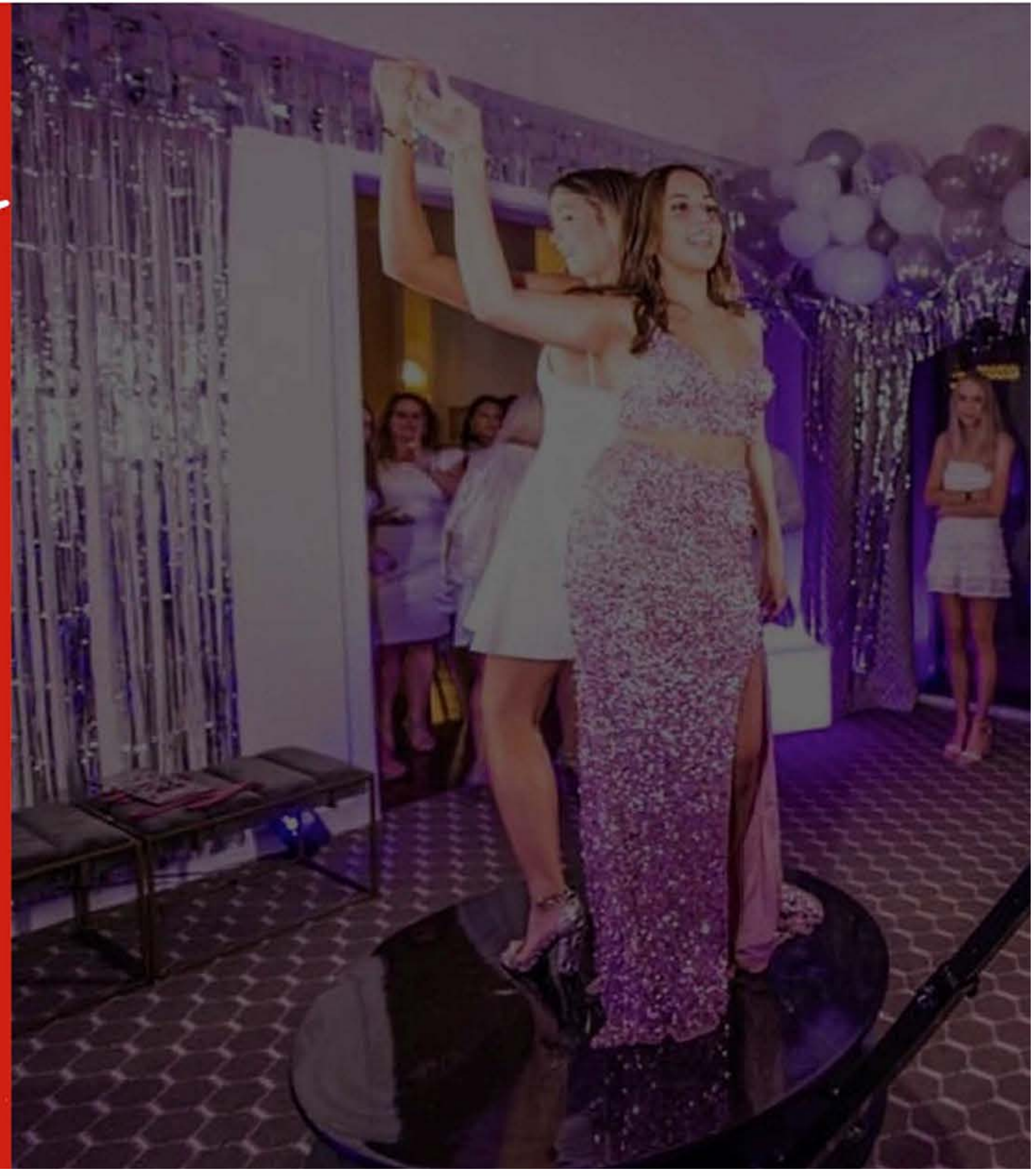
Audio/Visual
VIP Room
Valet
Entertainment

Includes: 4 VIP Tickets

Group B = \$3,000

Silent Auction
Liquor
Photography/Videography
Flowers

Includes: 2 VIP Tickets



In-kind

SILENT AUCTION ITEMS

- Gift certificates
- Airline tickets/miles
- Spa services
- Hotel night stays
- Vacation packages
- Sports memorabilia
- Cases of wine
- Electronics
- Event/Sports Tickets

All sponsorship levels are fully customizable to meet your company's needs.





THANK YOU TO OUR

Supporters

Payment Information

To pay by check: Please make checks payable to It's Going To Be Ok, Inc. and in the note section list: "7th Annual Hope & Pearls Gala."

- It's Going To Be Ok, Inc.
- Attention: "7th Annual Hope & Pearls" Gala
- 4232 S. Westmoreland Rd, Dallas, TX 75233
- Dallas, Texas 75233

Please send an e-mail to info@igtbok.org or call the office at 469-859-2180 when you mail your payment. Sponsorships due December 31, 2024

Other Payment Options, Invoice, and Customized Sponsorship Information

To pay by wire transfer or by phone, If you need an invoice or would prefer to develop a customized sponsorship contact, info@igtbok.org for more information.



Thank you



THANK *you* FOR YOUR SUPPORT