

red, white and NEW

Recognizing America's Newest Citizens

Dear New American Pathways Friends and Supporters,

We invite you to join us at Red, White and NEW, the sixth annual fundraising celebration hosted by New American Pathways on Saturday, August 18, 2018 at The Georgia Aquarium.

The evening includes exciting silent and live auctions, live entertainment, and delectable dinner and drinks. We are proud to honor Dr. Gulshan Harjee, a board-certified internist, certified civil surgeon and graduate of Emory University School of Medicine. In addition to being the founder of First Medical Care, a Primary Care Clinic in Decatur, she is the past President of DeKalb Medical Society and co-founder of the Clarkston Community Health Center which serves refugees, immigrants and low-income residents.

As an event sponsor, you will spend the evening in the company of other civic-minded local corporations, community groups, and individuals whose generosity supports the vital work of New American Pathways, allowing us to assist refugees and other new Americans to successfully rebuild their lives in Georgia. We hope you will join us as a visible demonstration of your commitment to diversity and inclusion in our community.

Please take a few minutes to review the enclosed sponsorship options and assess which level will be a good fit for you. **Now more than ever, New American Pathways needs the financial backing of the community as we advocate for a robust resettlement program while continuing to provide critical assistance to new Americans who are already here.** We serve more than 5,000 refugees each year who once fled various forms of persecution in their home countries. All along the pathway, we are here to welcome and serve refugees arriving in Georgia – throughout their journey to citizenship.

Thank you sincerely for your consideration. We look forward to celebrating with you and building on the tremendous success of last year's event.

Best Regards,

Jodi Rausch
New American Pathways Board Member and Chair of the 2018 Red, White and NEW Event

About New American Pathways

New American Pathways is an Atlanta-based nonprofit that helps refugees from the moment they arrive in Georgia through their journey to U.S. citizenship. With a comprehensive set of customized services, steady guidance, and strong advocacy, we enable refugees and other immigrants to realize their full potential and dreams as they build new lives in Georgia.

Beginning with resettlement services and by keeping a strong focus on jobs, education, cultural integration, individual and female empowerment and building strong families, our specially designed programs provide proven pathways to self-sufficiency and success. By matching peoples' unique individual assets with the opportunities available in the community, we help ensure that these new Americans develop and contribute their special skills and talents to strengthening the American workforce and helping Georgia thrive.



New American Pathways



A 2014 MERGER
OF RRISA AND RFS



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FACT SHEET

At A Glance

Celebrate America's newest citizens at the sixth annual **Red, White and NEW** fundraiser, an event to benefit **New American Pathways**. New American Pathways is a 2014 merger organization of Refugee Family Services (RFS) and Refugee Resettlement and Immigration Services of Atlanta (RRISA). The mission of New American Pathways is to help refugees in Georgia thrive. Red, White and NEW will be attended by generous Atlanta-area individuals and corporations who support diversity and inclusion in our community as well as the opportunity for refugees to rebuild their lives in Georgia.

When

Saturday, August 18, 2018 at 6:30 p.m.

Where

The Georgia Aquarium
225 Baker St.
Atlanta, GA 30313

How

Individuals, corporations and community groups are invited to support this fundraising event with the purchase of sponsorship packages ranging from **\$1,500 – \$20,000**. Sponsor package benefits include tickets to the celebration, as well as recognition at the event and in related advertising and promotional materials. Individual tickets are available in advance for \$150 and for \$175 after August 1.

Featuring

- Silent and live auctions
- Presentation of the *Friend of Freedom* Award to Dr. Gulshan Harjee
- Program to honor some of Georgia's newest American citizens
- Elegant seated dinner with reserved seating

Contact Information

For more information, please contact New American Pathways Board Member John Bottini at jobottini@gmail.com or Individual Giving Director, Suzanne Baker at suzanne@newamericanpathways.org. To secure your place as a sponsor and take advantage of your full benefits for **Red, White and NEW**, please complete the attached Sponsorship Commitment Form by June 15, 2018.



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Sponsorship Levels & Benefits

Presenting Sponsor - \$20,000



- Exclusivity – only one presenting event sponsor
- Two (2) premier tables for 20 guests (10 guests per table)
- Full-page, full-color advertisement with preferred placement in the event program
- Participation in the program presentation and special verbal sponsor acknowledgment
- Brand placement on bid number cards
- Top level logo brand placement on all event collateral
- Logo recognition with hyperlink on New American Pathways website
- Opportunity to provide promotional materials at the event

Platinum Sponsor - \$10,000

- Two (2) tables for 20 guests (10 guests per table)
- Full-page, full-color advertisement with preferred placement in the event program
- Special verbal sponsor acknowledgement in event presentation
- Prominent logo brand placement on all event collateral
- Logo recognition with hyperlink on New American Pathways website
- Opportunity to provide promotional materials at the event

Gold Sponsor - \$5,000

- One table for 10 guests
- Half-page, full-color advertisement in the event program
- Logo brand placement on all event collateral
- Logo recognition with hyperlink on New American Pathways website

Silver Sponsor - \$3,000

- One table for 10 guests
- Quarter-page, full-color advertisement in the event program
- Brand placement on all event collateral
- Logo recognition with hyperlink on New American Pathways website

Bronze Sponsor - \$1,500

- Seating for six (6) guests
- Brand placement on all event collateral
- Logo recognition on New American Pathways website



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SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Sponsor's Name (as it should appear in Program) _____

Contact Person _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone _____ Email _____

Social Media Handles _____

SPONSORSHIP LEVEL

The company/individual listed above agrees to participate as a sponsor of **Red, White and New** at the following level:

- Presenting Sponsor - **SOLD OUT** Platinum Sponsor - \$10,000 Gold Sponsor - \$5,000
 Silver Sponsor - \$3,000 Bronze Sponsor - \$1,500
 Additional Tickets in Advance - \$150/each x _____ tickets = \$ _____
 Additional Tickets after August 1 - \$175/each x _____ tickets = \$ _____

PAYMENT

- Check (enclosed) Credit Card (information below)
 Request to be billed at a later time (all payments required by August 1, 2018)

Type of card: VISA MasterCard American Express Discover

Credit Card Number _____ CVC# _____ Exp. _____

- Please include the 3% credit processing fee so New American Pathways receives my full contribution.

ADVERTISING

Deadline for all advertising is July 29, 2018. Please email press-quality logos and advertisements to Pam Rosenthal at pam@meetingstreetsouth.com. For further information call (404) 316-6948.

AUTHORIZATION

Signature of authorized representative _____ Date _____

Please send this form, along with payment to:

New American Pathways
ATTN: Suzanne Baker
2300 Henderson Mill Rd, Suite 100
Atlanta, GA 30345



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