



MPA GALA SPONSORSHIP OPPORTUNITIES

**MICROFINANCING
PARTNERS IN AFRICA**

17th Annual African
Gala & Dinner Auction

April 15, 2023

St. Louis, Missouri

New Location

RC Ballroom

777 River City Casino Blvd, St. Louis, MO 63125

OUR PARTNERS

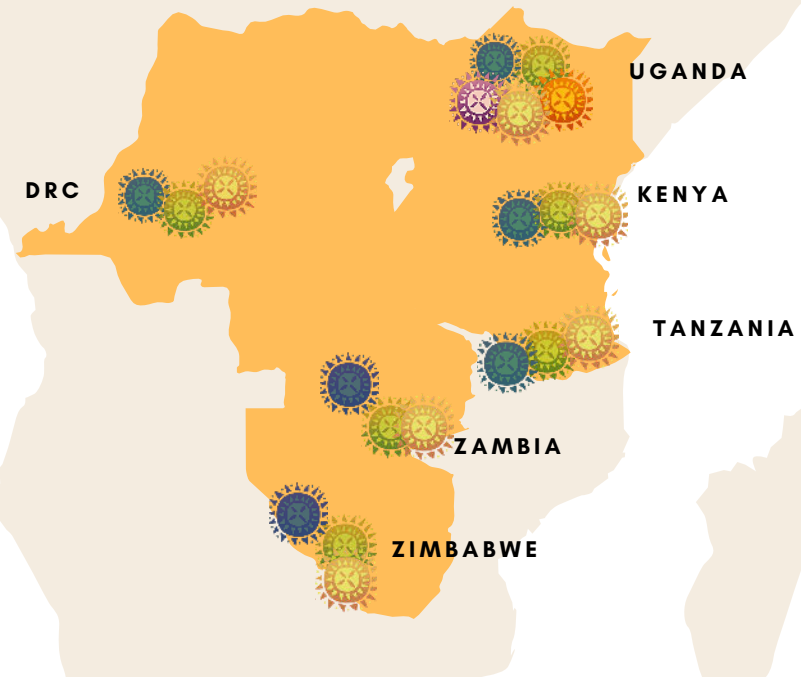
MPA works with grassroots organizations to help them expand their microfinancing efforts and help lift people out of extreme poverty. Although our partners have different approaches to offering people a hand up, they have many elements in common. We have come to see these shared elements as best practices, or “Microfinancing the MPA Way.” They are:

- Operating as a nonprofit (proceeds are folded in to reach more people)
- Embracing “first you must save,” valuing savings as well as small loans
- Being open to anyone regardless of religion, race, tribe, ethnicity
- Providing ongoing training and support to ensure success
- Requiring accountability for loan repayments or pay-it-forward commitments
- Enabling each project to become sustainable with or without MPA’s involvement

\$820k
ANNUAL OPERATING BUDGET

25,830
PEOPLE SERVED ANNUALLY

OUR PROGRAMS



OUR CHALLENGES IN SUB-SAHARAN AFRICA



Almost 1/2 of everyone earns less than \$2.15/day (the extreme poverty line)



30% are undernourished



1/2 have had cholera or other water-borne illnesses



6% of women die during pregnancy/childbirth



fewer than 1/5 of girls have access to education.

Gala 2023

NUMBERS & STATISTICS

2023 marks the 17th Annual Gala Dinner & Auction. This year will be a banner year as we look to support our programs in greater ways throughout 2023. In 2022 we welcomed nearly 300 attendees, were sponsored by 20+ businesses and individuals, and raised over \$350,000 for our programs in Africa.

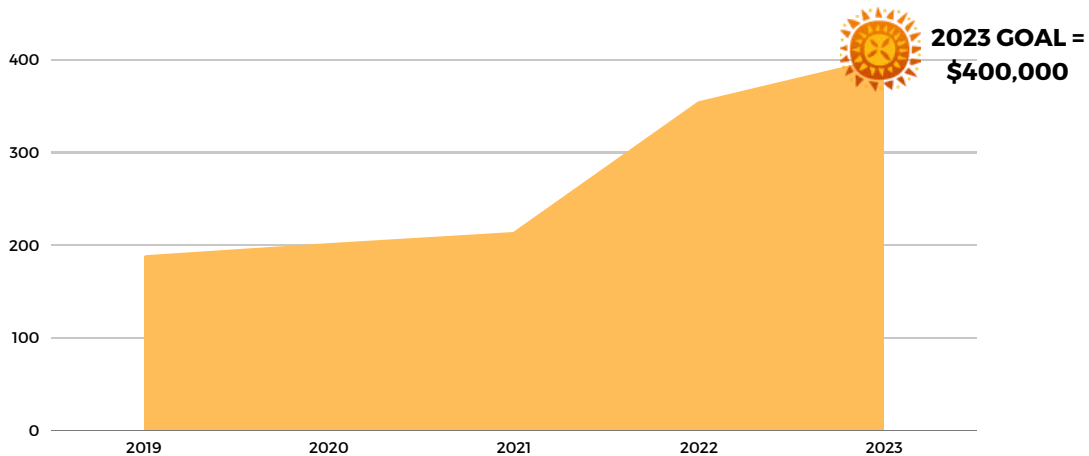
400+

expected attendees

\$400K

fundraising goal

TOTAL GALA AMOUNT RAISED YEAR OVER YEAR



Attendee Profile



Individuals who attend our annual African Gala & Dinner Auction typically include international travelers with exposure to philanthropic programs and a vested interest in international aid.

Traditionally these attendees are educated with a bachelor's or greater and are between the ages of 35-75.

Communication Outreach



As a sponsor your business will reach many through our ongoing communication strategies and platforms.

- 3,000 individual invitations mailed
 - 350+ guest attendees at Gala 2022
- 2,200 individual email invitations sent
 - 20%+ open rate of emails leading up to event promoting sponsors and giving opportunities compared to standard industry open rate of 1-3%

Gala 2023

SPONSORSHIP OPPORTUNITIES

\$10,000 – EXCLUSIVE PROGRAM SPONSORS (ONLY 5 AVAILABLE)



Water
Small loans or pay-it-forward commitments offer access to a filter-plus-bucket system or bore holes for community access. As loans are repaid, funding is available to expand access to clean water.



Loan Program
MPA supports individual income projects, group projects, savings and credit unions.



Cow Program
Living loans of cows to subsistence farmers who have successfully trained and prepared their farms.



Education Program
MPA supports access to financial services and education, and encourages partners with schools to include microfinancing in curriculums through a unique and developing scholarship program.



Safe Woman Program
For post-fistula women we offer income projects and alternative income projects, and for pregnant women, we have ultrasound services for improved antenatal care.



850+

**WATER FILTERS
AND 6
COMMUNITY BORE
HOLES DUG**



39,000+

**TRAINING AND
MICRO LOANS
GIVEN TO
SUPPORT
INDIVIDUAL
BUSINESS START
UPS**



1,900

**FIRST-
GENERATION
COWS GIVEN TO
DATE**



390+

**SCHOLARSHIPS
PROVIDED TO
STUDENTS IN
AFRICA**



18

**VILLAGE HEALTH
CENTERS
RUNNING
CONTINUAL CARE**

Benefits at this level:

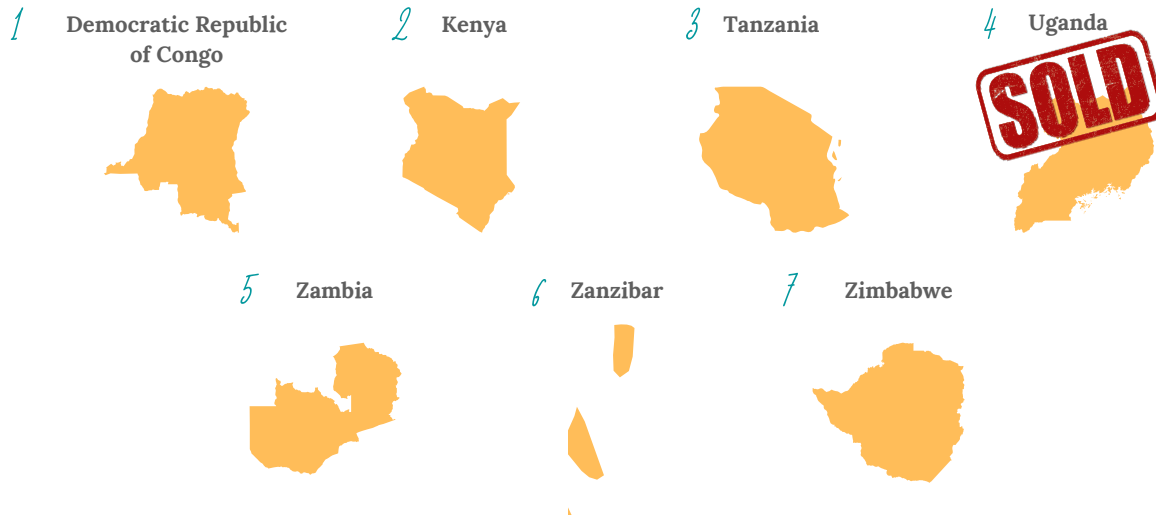
- Exclusive Program Sponsor for that area to support programs
- Logo placed on gala invitation (if received prior to 1/15/23)
- Logo prominently on display in the chosen program area at the gala and acknowledgement during the program
- MPA blog post and social media announcing the company's sponsorship
- Video provided after the gala, highlighting the company's support and MPA programs
- 2 tables of 10 for the gala
- Personal table attendant for beverage service at the event if you wish
- Invitation to early access to the event and VIP Reception prior to event
- One hotel suite at River City Casino the night of the event (first two confirmed sponsors receive hotel suite; final three receive regular room)
- Top placement of a full-page ad in printed program
- Logo prominently placed in online auction/bidding site

Gala 2023

SPONSORSHIP OPPORTUNITIES

\$5,000 – COUNTRY SPONSORS (ONLY 7 AVAILABLE)

Select a country where our partners are to claim as yours for sponsorship.



Benefits at this level:

- Logo will be displayed at the event, on the online auction app and on the event website
- MPA shout out on social media announcing the company's support
- 1 table of 10 for the gala
- Invitation to early access event and VIP Reception prior to event
- Half page ad in printed program and online auction site

\$2,500 – CITY SPONSORS (UNLIMITED)

Select from the listed 10 cities below (or your own preferred African city!) where our partners are eradicating poverty to claim as yours for sponsorship.

1. Bukoba, Tanzania
2. Morogoro, Tanzania
3. Riruta, Kenya
4. Nairobi, Kenya
5. Kinshasa, DRC
6. Vanga, DRC
7. Masaka, Uganda
8. Mityana, Uganda
9. Harare, Zimbabwe
10. Lusaka, Zambia



Benefits at this level:

- Name listed on the event website and on display at the event
- Social media shoutout for the company
- 1 table of 10 for the gala
- Half page ad in printed program and online auction site

Gala 2023

SPONSORSHIP OPPORTUNITIES

\$1,000 - PARTNER SPONSORS

Benefits at this level:

- Two tickets to the gala
- Half page printed ad in the program



HAVE QUESTIONS? OR LOOKING FOR ADDITIONAL WAYS TO SUPPORT OUR UPCOMING GALA & DINNER AUCTION?

Contact:

Lea Brinson

Development Director

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On the rise, and on the MOVE! Visit microfinancingafrica.org/gala2023 to learn more and obtain ticketing information.

*We believe that people have the right, the will,
and the capacity to direct their own future.*

