



THE HEART OF
NEIMAN MARCUS
FOUNDATION
IGNITING CREATIVITY

2020
VISION

EXPO AND
SHOWCASE

SPONSORSHIP PACKET
APRIL 18 & 19, 2020





HOW WILL YOUR CREATIVITY CHANGE THE WORLD?

What is the SPARK! 2020 Vision Showcase?

Each spring SPARK! hosts the Student Creativity Showcase to recognize the diversity of creative expression by local youth. This year, students are encouraged to submit responses to the question “How will your creativity change the world?” using a variety of creative disciplines. Top submissions will be selected by a judging panel made up of members of the Dallas community and the top three submissions will have a chance to give their version of a “SPARK! Talk” at the 2020 VISION Expo.

What is the SPARK! 2020 Vision Expo?

As a new event this year, SPARK! will host the 2020 VISION Expo around the Showcase Awards. This event is meant to be a thought-provoking evening to encourage students to think about how their creativity and ideas can leave an impact on our world. The top 3-5 proposals will be presented by students, creative collaborators will be onsite for guidance and family learning, and hands-on innovation will be encouraged through make and takes throughout the event.

What can you expect?

Innovative ideas – from both adults and children
Immersive projects – with take-homes to keep you thinking
Dynamic conversation – about how creativity can move us forward



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EXPOSURE AND BOOTH OPPORTUNITY

How to participate:

- A 10' by 10' space is provided to set up a table and station
- An all-day time slot on Saturday, Sunday, or all weekend
- Provide an interactive component for families during the event

Who's involved?

- Email outreach to over 60,000 teachers in DFW
- Email outreach to over 900,000 students and their families in DFW
- Over 200 Showcase entries are expected
- 60 students, their families, and teachers in attendance at the 2020 VISION Showcase awards
- Over 500 people expected to be in attendance at the 2020 VISION Expo
- 5,000 views through SPARK! media, including the newsletter, Facebook, Instagram, and Twitter
- 5,000 flyers will be distributed at SPARK! to kids, teachers, and families





NEIMAN MARCUS SPONSORSHIP CHALLENGE

TO CELEBRATE WORLD CREATIVITY AND INNOVATION WEEK, NEIMAN MARCUS HAS ISSUED A SPONSOR CHALLENGE!

IF \$50,000 IN SPONSORSHIPS FOR THE 2020 VISION EXPO AND SHOWCASE IS RAISED, ALL SHOWCASE FINALISTS WILL RECEIVE A FAMILY MEMBERSHIP FOR AN ENTIRE YEAR.

THIS MEMBERSHIP IS VALUED AT \$125 AND PROVIDES A FULL YEAR OF UNLIMITED FREE ADMISSION TO SPARK! FAMILY DAYS AS WELL AS DISCOUNTS ON BIRTHDAY PARTIES, CAMPS, AND THE GIFT SHOP.

AS TITLE SPONSOR OF THE 2020 VISION SHOWCASE AND EXPO, NEIMAN MARCUS HAS GIVEN THE FIRST \$15,000 OF THE \$50,000 GOAL. JOIN US IN THIS CHALLENGE TO HELP GRANT THE GIFT OF MEMBERSHIP TO 60 STUDENTS AND THEIR FAMILIES!



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SPONSORSHIP PACKAGES

INSPIRER \$5,000

- 75 SPARK! FAMILY DAY PASSES
- RECOGNITION IN MEDIA COVERAGE
- RECOGNITION IN EVENT SIGNAGE AND SPARK! WEBPAGE
- RECOGNITION IN POST-EVENT FOLLOW-UP TO 60,000 TEACHERS
- SOCIAL MEDIA RECOGNITION (OVER 8,000 FOLLOWERS)
- A 2-DAY BOOTH AT THE 2020 VISION EXPO
- SHOWCASE JUDGING OPPORTUNITY
- SCHOLARSHIP NAMING RIGHTS

INNOVATOR \$2,500

- 50 SPARK! FAMILY DAY PASSES
- RECOGNITION IN EVENT SIGNAGE AND SPARK! WEBPAGE
- RECOGNITION IN POST-EVENT FOLLOW-UP TO 60,000 TEACHERS
- SOCIAL MEDIA RECOGNITION (OVER 8,000 FOLLOWERS)
- A 1-DAY BOOTH AT THE 2020 VISION EXPO
- SHOWCASE JUDGING OPPORTUNITY

COLLABORATOR \$1,000

- 25 SPARK! FAMILY DAY PASSES
- RECOGNITION IN EVENT SIGNAGE AND SPARK! WEBPAGE
- RECOGNITION IN POST-EVENT FOLLOW-UP TO 60,000 TEACHERS
- SOCIAL MEDIA RECOGNITION (OVER 8,000 FOLLOWERS)
- A 1-DAY BOOTH AT THE 2020 VISION EXPO
- SHOWCASE JUDGING OPPORTUNITY



♥
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SPONSORSHIP FORM

EVENT DATE: SATURDAY AND SUNDAY, APRIL 18TH & 19TH, 2020

Thank you for believing in and supporting our mission to ignite the spark of creativity inherent in all children through your generous sponsorship of the SPARK! 2020 VISION Expo and Showcase. With your help, 16,000 children will be able to experience total creative immersion and hands-on creative educational programs at SPARK! each year!

BUSINESS NAME: _____

BUSINESS NAME AS YOU'D LIKE TO BE RECOGNIZED:

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____ TELEPHONE: _____

EMAIL: _____

PRIMARY CONTACT NAME: _____

INSPIRER
\$5,000

INNOVATOR
\$2,500

COLLABORATOR
\$1,000

AUTHORIZED SIGNATURE OF SPONSOR: _____

Please mail completed form and payment to:

SPARK!

Attn: Melody Karsi

1409 S. Lamar Street, Suite 004, Dallas, TX 75215

High-Resolution Files of Logo can be emailed to

mkarsi@sparkdallas.org



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