



**AFRICAN
MASQUERADE
SPONSORSHIP OPPORTUNITY**

2025

An evening of culture, elegance & community

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AFRICAN MASQUERADE

10th Anniversary Gala

Get ready for a night unlike any other – a spectacular celebration of culture, creativity, and community at Rooted’s African Masquerade Gala, our signature event commemorating a decade of radical healing, embodied equity, and intergenerational transformation.

Hosted by the incomparable **Von Washington Jr.**, the evening will honor four visionary women—**Yolonda Lavender, Stacy Ledbetter, Stacy Jackson, and Wendy Fields**—whose visionary contributions continue to inspire progress.

Held on November 1, 2025, this elegant and soul-stirring evening will blend Afro-futuristic fashion, live music, immersive art, and powerful storytelling in a dazzling masquerade experience that honors the deep cultural traditions of the African diaspora. Guests will be swept into a multi-sensory journey, complete with a **private soiree for sponsors and honorees, curated cuisine, silent auction, and a dance party** that brings joy front and center.

This is more than a gala. It’s a celebration of impact and call to action. As a sponsor, you’re not just investing in a memorable evening – you are helping Rooted build for the future as we innovate and continue to **uplift families, expand access to healing, and root joy in every generation.**





SPONSORSHIP BENEFITS

PRESENTING SPONSOR

\$7500

- Category exclusivity
- Exclusive sponsor of the pre-gala Honoree Reception at the BACC
- Invitation to speak during honoree recognition
- Eight (8) Gold tickets to Masquerade Gala
- Logo featured at the event, including sponsor banner & step-and-repeat
- Inclusion in social media (Facebook 5.8k and Instagram 2.4k) & Radio Stations 1560 and 95.5 & 1660 The Touch
- Inclusion in street team campaign throughout Kalamazoo
- Company logo featured on all promotional materials and event home page
- Four (4) Rootead program offerings
- Inclusion in VIP gift bag (optional)
- Eight (8) Rootead hoodies

TITLE SPONSOR

\$5000

- Category exclusivity
- Eight (8) Gold tickets to Masquerade Gala
- Inclusion in social media (Facebook 5.8k and Instagram 2.4k) & Radio Stations 1560 and 95.5 & 1660 The Touch
- Logo featured at the event, including sponsor banner
- Inclusion in street team campaign throughout Kalamazoo
- Company logo featured on flyer and event home page
- Four (4) Rootead program offerings
- Inclusion in VIP gift bag (optional)

GOLD SPONSOR

\$2500

- Six (6) Gold tickets to Masquerade Gala
- Inclusion in social media (Facebook and Instagram) & Radio Stations 1560 and 95.5 & 1660 The Touch
- Logo featured at the event, including sponsor banner
- Inclusion in street team campaign throughout Kalamazoo
- Company logo featured on flyer and event home page
- Two (2) Rootead program offerings
- Inclusion in VIP gift bag (optional)



SPONSORSHIP BENEFITS

BLACK SPONSOR

\$1000

- Logo featured at the event, including sponsor banner
- Inclusion in social media (Facebook and Instagram)
- Inclusion in street team campaign throughout Kalamazoo
- Four (4) Gold tickets to Masquerade Gala
- Company logo featured on flyer and event home page
- Two (2) Rootead program offerings
- Inclusion in VIP gift bag (optional)

GREEN SPONSOR

\$500

- Logo featured at the event, including sponsor banner
- Inclusion in social media (Facebook and Instagram)
- Two (2) Black tickets to Masquerade Gala
- Two (2) Rootead program offerings
- Inclusion in VIP gift bag (optional)

RED SPONSOR

\$250

- Logo featured at the event, including sponsor banner
- Two (2) Black tickets to Masquerade Gala
- Inclusion in VIP gift bag (optional)



The Sponsorship **deadline is September 15, 2025**, to ensure your company/logo inclusion in promotions as applicable.

**SCAN THE QR CODE TO COMPLETE THE SPONSORSHIP FORM
OR VISIT**

**[HTTPS://ROOTEAD.APP.NEONCRM.COM/FORMS/AFRICAN-
MASQUERADE-SPONSORSHIPS-25](https://rootead.app.neoncrm.com/forms/african-masquerade-sponsorships-25)**



HAVE SOMETHING TO DONATE?

We are currently accepting in-kind contributions in support of our efforts. Opportunities include Silent Auction items, cash donations, and more. To arrange a donation or learn how you can contribute, please contact us directly.

QUESTIONS OR NEED SUPPORT?

Phone: (269)720-9200

Email: info@rootead.org

Website: www.rootead.org

Address: 505 E Kalamazoo Ave, Suite 3, Kalamazoo MI 49007

We extend our deepest gratitude for your support of Rootead Enrichment Center and the African Masquerade. Since 2015, Rootead has served the Kalamazoo community by creating a village. This Village has impacted the lives of people who continue to do good in the world. Your sponsorship helps sustain vital programming in birth justice, youth enrichment, and community healing—work that uplifts generations and strengthens our village. Together, we are creating spaces rooted in culture, and collective care. Rootead celebrates liberation for all.

Thank you for joining this movement.



BIRTH JUSTICE

Testimonials

“I loved working with Rootead, and Stephanie was the best doula for such a rough pregnancy and emergency delivery seven weeks before planned!”

- Doula Client

“It really is a village...it feels like a family.”

-Village Playdate Parent

Rootead's Birth Justice branch provides free, culturally sensitive, and trauma-informed care to reduce disparities in maternal health outcomes. Rootead's doulas advocate for birthing rights, provide holistic support, and help navigate healthcare systems. Through this work, the Birth Justice branch promotes equitable birth experiences and facilitates systemic change to address birth inequities.





YOUTH ENRICHMENT

Rootead's Youth Enrichment branch empowers young people through programs that foster creativity, discipline, and cultural connection. Our Rootead Youth Drum and Dance Ensemble centers on African diaspora traditions. The program cultivates self-expression, leadership, and teamwork, while connecting participants to their heritage. After-school enrichment, workshops, and performance opportunities help our youth build confidence, resilience, and a strong sense of community.

Testimonials

**“Rootead is like another home for me.
I feel like I am accepted as I am.”**

- RYDDE member

**“Rootead makes me feel safe, I
know I won’t be judged here.”**

-RYDDE member





COMMUNITY HEALING

Testimonials

“There are lots of services that people can get in one place, from infants to adults, everyone has a place, and I love that. It is a village.”

-Community member

“I love what Rootead does for the community. There is no other place like it.”

-Community member

Rootead's Community Healing branch provides holistic wellness services that prioritize emotional, physical, and spiritual well-being. Through offerings such as yoga, meditation, and healing circles, this branch supports individuals in their journey toward balance and self-care. The programs are rooted in ancestral practices and are accessible to all, with a focus on healing from generational trauma and creating spaces for collective growth. Community Healing aims to build resilience, foster connection, and support the overall wellness of individuals and families.



ABOUT US

Rootead Enrichment Center serves through three key branches—Community Healing, Youth Enrichment, and Birth Justice. Founded in 2013, Rootead gained its nonprofit status in 2015. We offer a variety of programs to facilitate wellness, celebrate culture, and provide essential support to our community. Through movement, education, and advocacy, we continue to expand our reach and create spaces where all people can thrive.



Offerings include:

- Doula services, to ensure mothers receive vital support during pregnancy and childbirth.
- The Kalamazoo Baby Cafe, a welcoming space for breastfeeding support and parenting education.
- The Rootead Youth Drum & Dance Ensemble (RYDDE) teaches students African diaspora movement and rhythms.
- Wellness series such as Yoga, HipHop Kettlebell, and Somatic movement.



Why the “tea” in our name?

To remind us to move easy, steep and sip all things in life, fully and mindfully...to be soothed through all the ups and downs life brings, and remember above all else that we are not alone, deeply connected and rooted with one another.