

THE NEW YORK FOUNDLING'S JUNIOR BOARD PRESENTS

# THE BLUE PARTY

**Wednesday, May 7, 2025**

6:30 pm — 10:00 pm

The Bowery Hotel  
335 Bowery  
New York, NY 10003

## WHO WE ARE

Since our founding in 1869, The New York Foundling has been a beacon of support for those striving to build lives of stability, strength, and independence. With a comprehensive range of research-driven services, we work closely with children, adults, and families across New York and Puerto Rico, helping them create meaningful, lasting change in their lives.

## ABOUT THE EVENT

The New York Foundling's Junior Board—a dynamic group of young professionals dedicated to advancing our mission—proudly hosts our annual spring event, The Blue Party. Each May, The Blue Party brings together more than 400 guests who share a commitment to supporting our neighbors on their journey to stability, strength, and independence. Since its inception this signature event has raised over \$1 million to support our life-changing programs for children, adults, and families.

Each year, guests enjoy an unforgettable evening featuring expertly crafted cocktails, delicious fare from New York's finest restaurants, live music, a curated auction, raffle prizes, and more!

## WHY BLUE?

Blue is the official color of National Foster Care Month, symbolizing hope, trust, and commitment to children and families navigating foster care. Through The Foundling's comprehensive programs—including foster care and adoption services, educational initiatives, and community support—we provide the tools and resources needed to transform lives.

By wearing and decorating in blue at The Blue Party, we honor this mission and raise essential funds to sustain these life-changing programs. Your support helps ensure that the thousands of people we serve each year continue to thrive and create brighter futures.

## HOW TO SUPPORT THE 2025 BLUE PARTY

### Tickets and Sponsorships

Join us for an unforgettable evening filled with craft cocktails, delectable hors d'oeuvres, lively music, a silent auction, and exciting raffle prizes.

### Underwriting Sponsorships

Highlight your company and brand to a diverse group of young professionals with our exclusive sponsorship opportunities.

### Donate to the Auction and Raffle

Our silent auction and raffle are key drivers of fundraising success. Consider donating an item or experience to make a meaningful impact.

### Make a Donation

Make a 100% tax-deductible donation towards The New York Foundling's programs.

## PAST SPONSORS



# THE BLUE PARTY

## SPONSORSHIP OPPORTUNITIES



### \$15,000 — Diamond Sponsor

- 15 guest tickets
- Recognition during event remarks and in all event related emails
- Recognition on event webpage and social media
- Recognition on digital ads and signage at the event

### \$10,000 — Platinum Sponsor

- 10 guest tickets
- Recognition during event remarks and in all event related emails
- Recognition on event webpage and social media
- Recognition in digital ads and signage at the event

### \$5,000 — Gold Sponsor

- 6 guest tickets
- Recognition on event webpage and social media
- Recognition in digital ads and signage at the event

### \$2,500 — Silver Sponsor

- 4 guest tickets
- Recognition on event webpage
- Recognition in digital ads and signage at the event

### \$1,000 — Bronze Sponsor

- 2 guest tickets
- Recognition on event webpage
- Recognition in digital ads and signage at the event



## INDIVIDUAL TICKETS

**\$170**  
**Early Bird  
Ticket**  
(purchase by  
Sunday, March 30)

**\$190**  
**Friend  
Ticket**

*For inclusion in ads and signage, sponsorship forms and logos must be received  
by **Friday, April 18, 2025.***

# THE BLUE PARTY

## EVENT UNDERWRITING SPONSORSHIPS

Unique branding opportunities that can be customized to meet your needs.

### **\$20,000 – Presenting Sponsor**

- 20 guest tickets
- Premier logo recognition on invitation, event webpage, and social media
- Corporate identity on the step and repeat
- Recognition during event remarks
- Recognition on event webpage
- Recognition on social media
- Recognition on digital ads and signage at the event

### **\$15,000 – Registration Sponsor**

- 10 guest tickets
- Welcome guests with exclusive logo recognition on registration signage
- Recognition on event webpage
- Recognition on social media
- Recognition on digital ads and signage at the event

### **\$10,000 – Cocktail Sponsor**

- 5 guest tickets
- Logo recognition on menus, bar, and high-top signs
- Opportunity to name the evening's signature drink
- Logo recognition on cocktail napkins
- Recognition on event webpage
- Recognition on digital ads and signage at the event

### **\$5,000 – Auction and Raffle Sponsor**

- 3 guest tickets
- Recognition during auction and raffle announcements
- Logo recognition on auction and raffle signage
- Recognition on event webpage
- Recognition on digital ads and signage at the event

### ~~**\$ 2,500 – Photobooth Sponsor**~~

- ~~• 2 guest tickets~~
- ~~• Corporate identity on photobooth props and printed photos~~
- ~~• Recognition during event remarks~~
- ~~• Recognition on event webpage~~
- ~~• Recognition on digital ads and signage at the event~~



# THE BLUE PARTY

## BECOME A SPONSOR

Please complete this form and return it to us by mail or email ([events@nyfoundling.org](mailto:events@nyfoundling.org)). For inclusion in ads and signage, sponsorship forms and logos must be received by **April 18, 2025**.

**Yes, I/we would like to sponsor The Blue Party on May 7, 2025!**

**Diamond Sponsor (\$15,000)**

**Platinum Sponsor (\$10,000)**

**Gold Sponsor (\$5,000)**

**Silver Sponsor (\$2,500)**

**Bronze Sponsor (\$1,000)**

**Friend Ticket (\$190)**

**Presenting Sponsor (\$20,000)**

**Registration Sponsor (\$15,000)**

**Cocktail Sponsor (\$10,000)**

**Auction & Raffle Sponsor (\$5,000)**

**Photobooth Sponsor (\$2,500)**

**Early Bird Ticket (\$170)**

*Must be received by March 30*

I cannot attend but I would like to support The Foundling with a tax-deductible donation of \$ \_\_\_\_\_

### Contact & Payment Information

Name or Company (as you wish it to appear): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please make checks payable to  
The New York Foundling  
(Memo Line: Blue Party 2025)  
and return to:

**The New York Foundling**  
**590 Avenue of the Americas**  
**Attn: Development**  
**New York, NY 10011**

Credit Card number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Amount to be charged: \_\_\_\_\_

Name on card: \_\_\_\_\_

Sponsorships are also available online at [www.nyfoundling.org/BlueParty2025](http://www.nyfoundling.org/BlueParty2025) or can be invoiced by contacting Avery O'Rourke at [events@nyfoundling.org](mailto:events@nyfoundling.org)

The non-tax-deductible portion of each ticket is \$75.