

THURSDAY
MAY 01
2025

PARTNERSHIP OPPORTUNITIES

Believers & Achievers *Gala*



VENUE **THE REVELRY** 701 Keswick Avenue | Suite 110 | Charlotte, NC 28203





Be A Degree of Change

Dear Prospective Partner:

Greater Steps Scholars is thrilled to announce its Annual Believers & Achievers Gala on May 1, 2025 at The Revelry! Join us for an evening of fun, music, entertainment, an auction, and so much more!

Please find our partnership opportunities enclosed. With the generous partnership and financial support of organizations such as yours, proceeds from this event will provide some of Charlotte's economically disadvantaged students receive a well-deserved college education and the wrap-around services they need to graduate and secure careers. We humbly ask you to join us in impacting the lives of those that need it most.

It would be our honor to work alongside your organization, once again, in making a long-lasting change in the Charlotte community. We appreciate your time and consideration.

With sincere gratitude,

Aisha Strothers,

Executive Director



MAY 01, 2025

SU	M	TU	W	TR	F	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Event Information

Event Name	Believers and Achievers Gala
Event Date	May 01, 2025
Event Time	6:30 PM – 10:30 PM
Event Location	The Revelry 701 Keswick Avenue, Suite 110 Charlotte, NC 28203

ABOUT

Greater Steps Scholars

Established by Dr. John T. Crawford in 1983, Greater Steps Scholars (formerly the Charlotte Housing Authority Scholarship Fund - CHASF) was designed to create economic opportunities and a brighter future for Charlotte's most vulnerable young people through access to education.

Greater Steps Scholars' mission is to provide every child living in Charlotte's public and subsidized housing an opportunity and expectation of a college education. We believe that having financial access to a post-secondary education, combined with emotional support and social capital — will help these students create viable paths to self-sufficiency.

We fight poverty by giving students access to education. The students we serve — those under the age of 25 who live in INLIVIAN-managed residents and have a desire to attend college or a technical/vocational school — are among the most vulnerable in our community. While Greater Steps Scholars is not part of INLIVIAN, we partner to identify and recruit eligible students.

In addition to offering up to five years of scholarships to our Scholars, our program also considers the entire picture of what a student needs to succeed, including one-on-one coaching and mentorship, workshops that teach valuable career, financial and life skills, as well as exposure to potential internship and career opportunities.

For more information please visit: www.greatersteps.org

- **Established in 1983**
- **1,017 Scholars Served**
- **4.6 Million in Scholarships**

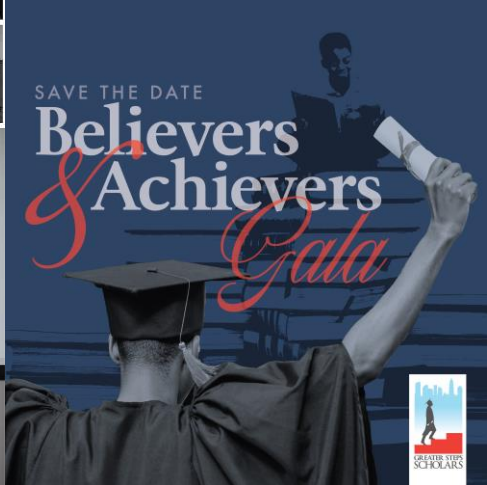




OVER **\$4.6** MILLION
IN SCHOLARSHIPS
AWARDED SINCE 1983



80 
COLLEGES, UNIVERSITIES
AND TRADE SCHOOLS



2025 PARTNERSHIP
OPPORTUNITIES

Valedictorian Sponsor

\$25,000



Premium reserved seating for 16 guests.

Prominent name & logo on Greater Steps Scholars website with link.

Company name and logo placed on all marketing materials.

Brand recognition in all electronic media
(Opportunity is inclusive of other virtual events throughout the year).

Company included in tv, radio, and print ads.

One (1) 30-second PSA shown during event.

Company name & logo placed on event registration, program and sponsor page.

Company logo on Sponsor displayed on sponsor welcome.

Acknowledgment on social media before, during and post-event.

Opportunity to include gift item or offer to all event registrants.

2025 PARTNERSHIP
OPPORTUNITIES

Salutatorian Sponsor

\$15,000



Premium reserved seating for 8 guests.

Logo on Greater Steps Scholars website with link.

Company name and logo placed on all marketing materials.

Brand recognition in print and electronic media.

Company included in tv, radio, and print ads.

One (1) 30-second PSA shown during event.

Company name & logo placed on event registration, program and sponsor page.

Company logo displayed on sponsor welcome.

Acknowledgment on social media before, during and post-event.

Opportunity to include gift item or offer to all event registrants.

2025 PARTNERSHIP
OPPORTUNITIES

Summa Cum Laude Sponsor

\$10,000



Premium reserved seating for 8 guests.

Logo on Greater Steps Scholars website with link.

Company name and logo placed on all marketing materials.

Brand recognition in print and electronic media.

Company included in tv, radio, and print ads.

Company name & logo placed in program and sponsor page.

Company logo displayed on sponsor welcome.

Acknowledgment on social media before, during and post-event.

Opportunity to include gift item or offer to all event registrants.

2025 PARTNERSHIP
OPPORTUNITIES

Magma Cum Laude Sponsor

\$5,000



Reserved seating for 8 guests.

Brand recognition in all electronic media .

Company name & logo placed in program and sponsor page.

Company logo displayed on sponsor welcome.

Acknowledgment on social media before, during and post-event.

Opportunity to include gift item or offer to all event registrants.

2025 PARTNERSHIP
OPPORTUNITIES

Dean’s List Sponsor

FOR SMALL BUSINESSES AND
NONPROFITS

\$2,500



Reserved seating for 8 guests.

Brand recognition in select print and electronic media.

Company name & logo placed in program and sponsor page.

Company name/ logo on table and event program.

Social media acknowledgement.

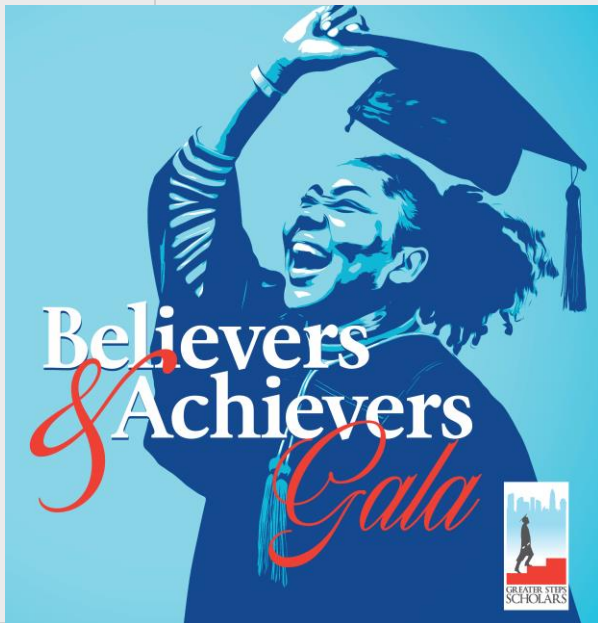
BECOME A

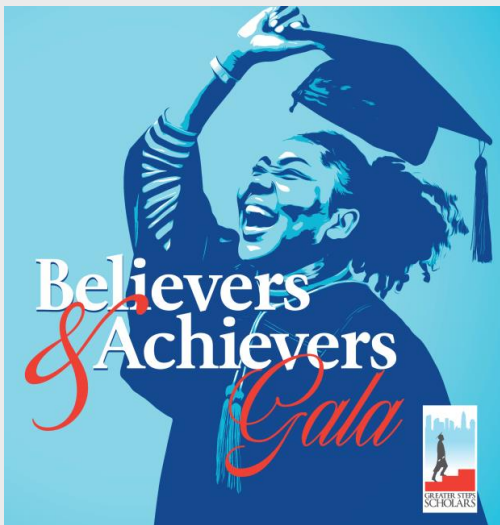
2025 SPONSOR

Interested in becoming a Believers & Achievers sponsor? Please email **Aisha Strothers** at **astrothers@fftc.org** with level requested or for more information.



Brighthouse
FINANCIAL®





Steps Lead
You Out,
but Greater
Steps Lead
You Up!

THANK YOU!



Contact

Aisha Strothers

Executive Director, Greater Steps Scholars
at Foundation For The Carolinas
220 North Tryon Street
Charlotte, NC 28202

704.973.4567



astrothers@fftc.org



<https://greatersteps.org>

