

Friends Giving *Brunch*

**PARTNERSHIP
OPPORTUNITIES**

November 14, 2025

2025



FriendsGiving Brunch

Dear Prospective Partner:

We are thrilled to invite you to be a part of something truly special – the **Greater Steps Scholars Friendsgiving Brunch** on **November 14, 2025**! This is more than just an event; it's a new tradition that will grow year after year, bringing our community together in support of a vital cause.

Imagine a morning filled with the warmth of good company, the tantalizing aromas of a Thanksgiving-inspired brunch, and the joyous sounds of laughter and music. Our inaugural Friendsgiving Brunch promises all this and more, offering a unique blend of fellowship and fun that will leave you with memories to cherish and a heart full of gratitude.

But this event is about more than just having a good time. It's about giving back to the community by supporting students who need it most. **Your participation and generous contributions will help us provide essential wrap-around services** – including mentorship and career preparedness workshops – to economically disadvantaged students living in Charlotte's public & subsidized housing.

Please find our partnership opportunities enclosed. We hope you will join us in impacting the lives of those that need it most in the Charlotte community.

With sincere gratitude,

Aisha Johnson



NOVEMBER 2025

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Event Information

Event Name	FriendsGiving Brunch
Event Date	November 14, 2025
Event Time	11 A.M. – 1 P.M.
Event Location	THE CHARLOTTE SPEEDWAY CLUB



What Can You Expect at the Greater Steps Scholars FriendsGiving Brunch?



- **Mimosa Mixer:** Kick off the day with a delightful Mimosa Mixer where you'll connect with fellow supporters over mimosas, coffee, and small bites. A live DJ will keep the energy high as we network and mingle.
- **Thanksgiving-Inspired Brunch:** Enjoy a delicious meal that celebrates the flavors of the season, accompanied by a lively DJ mix.
- **Games & Entertainment:** Get ready for some friendly competition with rounds of BINGO, Trivia, and Family Feud, all designed to make you feel like you're celebrating the holidays with family.
- **Inspiring Moments:** Hear from our scholars about the impact of your support and learn how you can continue to make a difference in their lives.
- **Dancing & Desserts:** We'll close out the day with a Soul Train line, dancing, and desserts to ensure everyone leaves with a smile on their face.

But this event is about more than just having a good time. Together, we can ensure that these young scholars not only attend college but also thrive, graduate, and secure promising careers.

We envision the Friendsgiving Brunch becoming an annual celebration that brings even more people together to champion the cause of educational equity. And as we grow, we want our partners to grow with us, helping to push the mission of extending educational opportunities to every deserving student in Charlotte.



About Greater Steps Scholars



Established by Dr. John T. Crawford in 1983, Greater Step 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.

Our mission is to provide each youth living in Charlotte's public and subsidized housing an opportunity and expectation of obtaining a post-secondary education. We believe that having financial access to a post-secondary education, combined with emotional support and social capital — will assist our scholars 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.





**OVER \$4.8 MILLION
IN SCHOLARSHIPS
AWARDED SINCE 1983**

85 
COLLEGES, UNIVERSITIES
AND TRADE SCHOOLS



2025 PARTNERSHIP
OPPORTUNITIES

Harvest Leader Sponsor

\$10,000

FriendsGiving
Brunch

Recognition as presenting sponsor with category exclusivity

Name/logo with sponsor recognition on Greater Steps Scholars website through December 2025

Name/logo in all event-related print and electronic media, including website, invitation, emails, event program, etc.

Company representative to speak during event

Name/logo on signage at event registration table

On-screen logo placement at event

Minimum five posts on Greater Steps Scholars social platforms with sponsor recognition and appropriate tagging.

Opportunity to display promotional materials at event

Reserved VIP seating.

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



2025 PARTNERSHIP
OPPORTUNITIES

Gratitude Champion Sponsor

\$5,000

FriendsGiving
Brunch

Recognition of a Gratitude Champion Sponsor of event

Name/logo in select event-related media, including website, invitation, event updates/reminders, event program, and post-event acknowledgements

Verbal recognition during speaking program

Name/logo on signage at event registration table

On-screen logo placement at event

Minimum three posts on Greater Steps Scholars social platforms with appropriate tagging

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

Reserved seating for 8 guests

Opportunity to include gift item or offer to all event registrants



2025 PARTNERSHIP
OPPORTUNITIES

Community Builder Sponsor

\$2,500

FriendsGiving
Brunch

Recognition as a Community Builder Sponsor of event

Name/logo in select event-related media, including website and event program

Verbal recognition during speaking program

Company name on signage at event registration table

On-screen logo placement at event

Two posts on Greater Steps Scholars social platforms with appropriate tagging

Opportunity to include gift item or offer to all event registrants

Reserved seating for 8 guests



2025 PARTNERSHIP
OPPORTUNITIES

Hope Giver Sponsor

\$1,250

FriendsGiving
Brunch

Recognition as a Hope Giver Sponsor

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

Friendship Patron Sponsor

\$600

The logo for FriendsGiving Brunch features a stylized orange leaf icon above the word "FriendsGiving" in a serif font, with "Brunch" written in a cursive script below it.

Recognition as a Friendship Patron Sponsor of event in event program

On-screen logo placement at event



Become a 2025 Sponsor!

Interested in supporting our Scholars by being a Friendsgiving Sponsor? Reach out to Aisha Strothers, GSS Executive Director, or Tai P. Burns, GSS Fundraising Chair for additional information!

704.973.4567



Friendsgiving@greatersteps.org



<https://greatersteps.org>

