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Road to Progress Challenge Fundraiser Outline

I. Executive Summary

- A Brief overview of the Road to Progress Challenge and its purpose.
- Mission statement: To provide immediate relief and long-term solutions to St. Louis residents affected by the recent tornado, through fundraising and the development of the DreamStakes application.
- Fundraising goal: 1000 Challengers per Round
- Key initiatives: 50% Emergency funds for repairs and 50% the launch of the DreamStakes application.
- All exceeding funds raised are utilized for repairs.

II. Event Details

- **Event Name:** Road to Progress Challenge - Preseed Fundraiser
 - *THEME: Learn by Doing*
- **Date:** July 12, 2025
- **Time:** 7:00 AM – 9:00 PM
- **Location:** At home improvement stores Lot
 - *Ask: We need a point of contact to get permission to do challenge in parking lot*
- **Target Audience:** Individual donors, corporate sponsors, community leaders.
- **Event Theme/Style:** A competition setting.
 - *Integrate an activity that explains DreamStakes to participants.*
 - *5 Challenge stations that test a particular skill themed by construction activities*
 - i. *Activity will have rubric to calculate the participants score per challenge.*

III. Financial Plan

- **A. Revenue Streams**
 - Ticket Sales/Entry Fees:
 - \$28 per station (Donation Activity)
 - \$125 for all five stations (pre-payment accepted). Only Qualifiable Selection
 - Sponsorships:
 - In-kind donations: Electronics, hardware tools, toys, helmets, bikes, gift



cards, sports equipment, collector items, glasses, jewelry, luggage, ladders, mixer bucket, handbags, small appliances, animal products etc.

- Monetary sponsorships with defined levels and benefits (see Sponsorship & Partnerships section).
- Alternatively we will also accept \$150 coupon redeemable to provide to winners
- Donations preferably in sets of 5
- Donations: On-site and online.
- Merchandise Sales: To commence shipping after 100 orders Applicable after 5th Round
- *Time-passing activity: Dreamstakes Booth and Chill stations Dr. Punch after the 2nd round*
- *Rounds close at a Min. of 800 challengers and a Max of 1000 challengers*
- **B. Operating Expense Categories**
 - Venue Rental: FREE.
 - Lunch: Burritos (\$250 estimate).
 - Entertainment: DreamStakes Booth Free.
 - Decorations & Ambiance: \$650 estimate.
 - Audio/Visual Equipment & Support: Speakers
 - Marketing & Promotion: (\$200/monthly Estimate) FREE (Social Media and Word of Mouth).
 - Permits & Licenses: FREE
 - Insurance: FREE
 - Staff/Volunteer Coordination: \$2,660 estimate.
 - Challenge Items Procurement: \$100 estimate.
 - Technology: Pre Launch Landing (\$800)
 - Payment processing: Catchit.
 - Ticketing system: Notion and Catch it for advanced sells website
 - Contingency Fund: \$500
 - \$5200 estimated
 - StartUp Expenses
 - *Inventory Expense complete [See List](#)*
- **C. Financial Management**
 - Budget Tracking: Utilize balance sheets to monitor income and expenses with Notion integrations.
 - Payment Processing: Secure methods using Catchit.

IV. Sponsorship & Partnerships

- **A. Sponsorship Levels & Benefits**
 - Gold Sponsor (\$1,000+):
 - Plaque with Grantees' Placement.
 - 2 Sponsor Auction Tickets (Pre Launch Available on 11/15/2025)
 - 10 tickets/passes including all five challenge games. (share/send ticket)
 - Website recognition.



- Platinum Sponsor (\$5,000+):
 - Website placement.
 - Recognition at Launch Party.
 - Opportunity to speak at the Launch Party.
 - 50 tickets/passes including all five challenge games. (share/send ticket)
 - Marketing material inclusion and website ad feature .
 - 10 Sponsor Auction Tickets (Pre Launch Available on 11/15/2025)
- **B. Sponsor Solicitation Strategy**
 - Identify potential sponsors: Urban League, Walmart, Best Buy, Animal Shelter, Pawn Shops, Community Organizations, Target, Google, Cortex, Trex, Ranken, MCU. Friends and Family Network.
- **C. Partnerships**
 - Collaborate with local businesses, community organizations, and media outlets for in-kind donations, promotion, and support.
 - *Confirm partnerships with Urban League, Best Buy, Animal Shelter, Pawn Shops, Community Organizations, Target, Google, Cortex, Trex, Ranken.*
- **D. Sponsor Recognition Plan**
 - Photo opportunity for contestants with the project and sponsorship banner.
 - Verbal acknowledgment to sponsors during interviews and event announcements.
 - Honor sponsor packages and provide event data reports via email.

V. Event Program & Logistics

- **A. Event Schedule**
 - Two 7-hour shifts: 7:00 AM to 9:00 PM.
 - Detailed Timeline:
 - 7:00 AM: Main Crew Arrival and Set Up.
 - 8:00 AM: Main Crew DreamStakes challenge starts
 - 10:00 AM: Food Arrival, Relax, Mingle.
 - 2:00 PM: Shift Switch,
 - 3:00 PM: Food Arrival, Relax, Mingle.
 - 7:00 PM: Video Announcements.
 - 8:00 PM: Pack Up, Clean Up, Debrief.
 - 9:00 PM: Event Ends.
- **B. Event Activities**
 - Challenge stations (5 stations).
 - Chill Station
 - DreamStakes Info Booth
- **C. Speakers/Presenters**
 - Host: Aniya Betts.
 - ROUND 3
 - Kimberly Ann Collins
 - Shameem Clark Hubbard
 - Farrakhan Shegog



- **D. Volunteer Coordination**
 - Manage volunteer scheduling and assignments.
 - Provide training and instructions.
- **E. Safety and Security**
 - *Two Security Post*
 - *First aid kits*

VI. Marketing and Promotion

- Social media campaign.
- Word-of-mouth promotion.
- *Develop a comprehensive marketing plan with specific strategies and timelines Inbound and Outbound DIY Marketing with mentorship from Abstrakt Marketing Agency*

VII. Post-Event Evaluation

- Collect feedback from attendees and sponsors. - Surveys
- Analyze financial data and event metrics. - Catchit and Notion
- Event Debrief - Notion