

SPONSORSHIP

# Sponsorship Prospectus

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An invitation to stand among the founders of a new St. Louis tradition.

The Dr. Aleta Grimes Mitchell  
*Entrepreneur of the Year Award*

St. Louis, Missouri · Inaugural Ceremony 2026

## ABOUT THE AWARD

### A new St. Louis tradition

The Dr. Aleta Grimes Mitchell Entrepreneur of the Year Award is an annual recognition of vision, perseverance, and entrepreneurial distinction in the city of St. Louis. Established in 2026, the Award celebrates founders whose work has reshaped industry, expanded opportunity, and elevated the civic life of the region. The inaugural honoree, Dr. Aleta Grimes Mitchell, sets the standard the Award will carry forward.

The inaugural ceremony will bring together civic leaders, founders, investors, philanthropic families, and the press of the greater St. Louis area for an evening of recognition, storytelling, and partnership.

## OUR AUDIENCE

### Who you will reach

<b>Civic &amp; business leadership</b>	Mayors, chamber leaders, boards of major St. Louis employers
<b>Founders &amp; operators</b>	Early to growth-stage CEOs across tech, life sciences, manufacturing, food & beverage
<b>Capital</b>	Family offices, regional venture, angel networks, private banking
<b>Philanthropy</b>	Foundations, donor-advised funds, family philanthropies
<b>Press &amp; media</b>	Regional business press, broadcast, lifestyle and culture media

## WHY SPONSOR

### The founder's seat at the table

Inaugural sponsors are not advertisers; they are co-founders of a tradition. Your name will be inscribed on the program of the first ceremony, in every future retrospective, and in the institutional memory of the Award. The audience is small, deliberate, and senior — the people your company most wants in a room together.

- Direct visibility to a curated audience of senior St. Louis decision-makers.
- Permanent placement in the historical record of the inaugural year.
- Brand association with vision, perseverance, and entrepreneurial excellence.
- Speaking, hosting, and storytelling opportunities tied to your firm's mission.
- A meaningful contribution to a civic institution rooted in St. Louis.

THE TIERS AT A GLANCE

## Sponsorship tiers

Tier	Investment	Availability
Title — Presenting Sponsor	\$100,000	1
Founder's Circle (Platinum)	\$50,000	2
Visionary (Gold)	\$25,000	4
Cornerstone (Silver)	\$10,000	8
Patron (Bronze)	\$5,000	Open
Friend of the Award	\$1,500	Open
In-Kind Partner	By agreement	Limited

Full benefits for each tier are detailed in the companion document, *Sponsorship Tiers & Benefits*.

THE EVENT

## An evening in St. Louis

The inaugural ceremony will be hosted in St. Louis in 2026. Programming includes a reception, formal dinner, presentation of the Award, remarks from the honoree, and a private after-program for sponsors and committee guests. Date and venue will be announced in coordination with title and platinum sponsors.

NEXT STEPS

## To confirm a sponsorship

Please direct inquiries to the Sponsorship Committee at [sponsorship@aletha-ignite-legacy.lovable.app](mailto:sponsorship@aletha-ignite-legacy.lovable.app). A member of the committee will follow up within three business days to confirm tier availability, finalize benefits, and arrange a brief introductory call.