

ILLUMINIGHT

REFLECTING LIGHT

MARCH 12, 2026

CENTRAL ENERGY

2030 GREGG STREET | COLUMBIA, SC 29201

PRESENTING SPONSOR:

FORESTACRES
SOUTH CAROLINA



Dear Friends and Supporters,

As we move beyond a decade of Serve & Connect, I find myself overwhelmed, in the best way, by how far love and partnership can carry a mission. What began as a spark of light in Greg's memory has been magnified year after year because of people like you: neighbors, officers, leaders, donors, and community partners choosing to show up, link arms, and keep pressing forward together.

Greg used to say, "For every one negative story you hear, there are thousands of positive stories happening every day that go unnoticed." And that has become even more true with time. Because of our partners and supporters, those moments don't have to go unnoticed anymore. We get to elevate them, celebrate them, and multiply them, one relationship, one act of service, one courageous conversation at a time.

This year's Illuminight is a celebration of exactly that. Our theme - Reflecting Light - is a reminder that hope is not something we wait for; it's something we become. When we choose to love our neighbors, when we listen, when we work side-by-side across differences, we reflect light into places that need it most.

And at the center of this night is the very spirit of what we believe in: connection.

Together, we will celebrate the moments of light from the past year - the stories of hope, healing, and community impact that are happening because people decided to care. And we will leave uplifted and ready to keep going, ready to continue being reflections of light in our workplaces, our neighborhoods, and our city.

Thank you for being part of this mission. Thank you for believing that when we work together, we can strengthen trust, build unity, and create safer, healthier communities, one connection at a time.

With gratitude and hope,

Kassy Alia-Ray
Founder & CEO
Serve and Connect

A New Kind of Illuminight: elevated, spunky, and made for connection

Illuminight is stepping into a fresh new season - one that feels more like us: spunky, fun, lighthearted, and full of energy.

Yes, it will still be elevated. Yes, it will still be meaningful. But we're moving away from a traditional formal gala and creating a night that invites people to exhale, laugh, connect, and celebrate, in a way that carries beyond the event and into real relationships all year long.

WHAT TO EXPECT: AN ELEVATED DISCO VIBE

Picture an atmosphere filled with music, movement, and light reflecting everywhere - an elevated disco vibe where we'll dance the night away and let joy do what it does best: bring people together. This is a celebration that feels bright, alive, and unforgettable, because connection isn't a program... it's a feeling.

STILL HONORING HEROES—POLICE AND COMMUNITY

We will stay true to one of the most important parts of Illuminight: recognizing the heroes, both police and community leaders, who show up, serve, and build trust every day. Our awards will remain a powerful moment of gratitude and recognition.

MORE TIME FOR CONNECTION (BECAUSE IT'S THE POINT)

This year, we're intentionally amplifying time and space for connection, more opportunities to meet someone new, deepen relationships, celebrate wins together, and walk away feeling like you're part of something bigger than one night.

Illuminight is still about impact.

This year, it's also about joy.

Come ready for an elevated celebration, a room full of light, and a night designed to help connection last long after the music fades.

**CONTACT SERVE & CONNECT STAFF TO CUSTOMIZE
YOUR SPONSORSHIP EXPERIENCE AT:**

KASSY@SERVEANDCONNECT.ORG

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (\$30,000)

By becoming the Title Sponsor of Illuminight 2026, you'll shine a light on your commitment to community, social impact, and the mission of Serve and Connect, creating a memorable and meaningful connection with our event attendees.

- Exclusive naming rights as the 2026 Illuminight Title Sponsor with first right of refusal in 2026
- Logo included on all print materials and digital communications
- Opportunity to speak on stage during the event
- Recognition on all pre- and post-event coverage
- First selection of seating with availability for two tables, up to 20 guests
- Logo prominently displayed on event website
- Full-page ad in event journal
- Two dedicated social media posts
- Opportunity to tailor additional benefits for continued recognition and exposure

PRESENTING SPONSOR (SOLD)

FORESTACRES SOUTH CAROLINA

GREG ALIA AWARD SPONSOR (\$15,000)

As the Greg Alia Award sponsor, you will join Serve and Connect in honoring Greg's legacy by recognizing an outstanding officer who demonstrates a commitment to his or her community with respect and compassion.

- Exclusive naming of the 2026 Greg Alia Award
- Logo included on Greg Alia Award Plaque
- Opportunity to present award on stage at event
- Recognition in pre- and post-event media coverage
- Enjoy premier event seating for eight (8) with priority table* selection.
- Logo prominently displayed on event website
- Full-page ad in event journal
- Two dedicated social media posts
- Premier logo recognition on event marketing materials
- Option to donate your table to police and community partners.

COMMUNITY CHAMPION AWARD SPONSOR (\$10,000)

As the Community Champion Award sponsor, you will join Serve and Connect in honoring Greg's legacy by recognizing an outstanding officer who demonstrates a commitment to his or her community with respect and compassion.

- Exclusive naming of the 2026 community champion award
- Recognition in pre- and post-event media coverage
- Enjoy premier event seating for eight (8) with priority table* selection.
- Logo prominently displayed on event website
- Full-page ad in event journal
- Two dedicated social media posts
- Premier logo recognition on event marketing materials
- Option to donate your table to police and community partners.

GLOW & GROOVE SPONSOR (\$7,500)

- Gain the esteemed honor of introducing the band.
- Exclusive naming rights as the Glow & Groove Sponsor.
- Recognition in all pre- and post-event media coverage.
- Logo prominently displayed by the band
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

BOOGIE ENTRANCE SPONSOR (\$7,500)

Join us in creating an unforgettable welcome experience as the official entrance sponsor!

- Exclusive naming rights as entrance sponsor
- Logo displayed at Entrance/Registration area of event
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

SPONSORSHIP OPPORTUNITIES

STUDIO 26 BAR SPONSOR (\$5,000)

Kick off the evening as the honored Studio 26 Bar Sponsor.

- Exclusive naming rights and logo display on cocktail napkins.
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

VIDEO SPONSOR (\$5,000)

Contribute to storytelling with the sponsorship of a video showcasing our work over the past year.

- Recognition in all pre- & post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- Logo featured on the video created
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

CAPTURE A MEMORY SPONSOR (\$5,000)

Help us create memories for our guests by being this year's official photobooth sponsor!

- Exclusive logo displayed on photobooth print/web image for guests
- Recognition in all pre- and post-event media coverage.
- Enjoy premier event seating for eight (8) with priority table* selection.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

DISCO LOUNGE SPONSOR (\$3,500)

Step into space with the magical Milky Way Lounge.

- Exclusive naming rights for the Milky Way Lounge.
- Recognition in all pre- and post-event media coverage.
- Four (4) tickets with reserved seating.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

GROOVY SNACK SPONSOR (\$3,500)

Once the party is over, we want to make sure our guests leave with full hearts and a sweet treat thanks to our Galaxy Snack sponsor!

- Exclusive sponsor of late-night snack with logo for guests to receive after event.
- Recognition in all pre- and post-event media coverage.
- Four (4) tickets with reserved seating.
- A full-page ad in the event journal, logo prominence on the event website and marketing materials.
- Two dedicated social media posts
- Option to donate your table to police and community partners.

NEON NIGHT SPONSOR (\$2,500) (4 SPONSORS AVAILABLE)

Sponsor a vibrant, interactive light fixture that adds a fun and engaging visual experience to the event — showcasing your company's branding in a unique and memorable way.

- Logo prominently displayed on one light display spotlighted throughout the evening.
- Logo displayed on event website.
- Logo featured in event journal.
- Logo recognition on event marketing material.
- Two (2) tickets with reserved seating.

SPONSORSHIP OPPORTUNITIES

NEIGHBORHOOD SPONSOR (\$2,500)

Help us bring the celebration of Illuminight to all as an official neighborhood sponsor. Your support allows us to invite those we serve to attend the evening at no charge.

- Logo displayed on event website
- Logo in event journal
- Logo recognition on event marketing material
- 6 tickets donated to those who are part of our boots-on-the-ground work
- Two (2) tickets with reserved seating

TABLE SPONSOR (\$1,500)

Secure your table* of eight (8).

- Option to donate your table to police and community partners.



**CONTACT SERVE & CONNECT STAFF TO CUSTOMIZE
YOUR SPONSORSHIP EXPERIENCE AT:**

[KASSY@SERVEANDCONNECT.ORG](mailto:kassy@serveandconnect.org)

