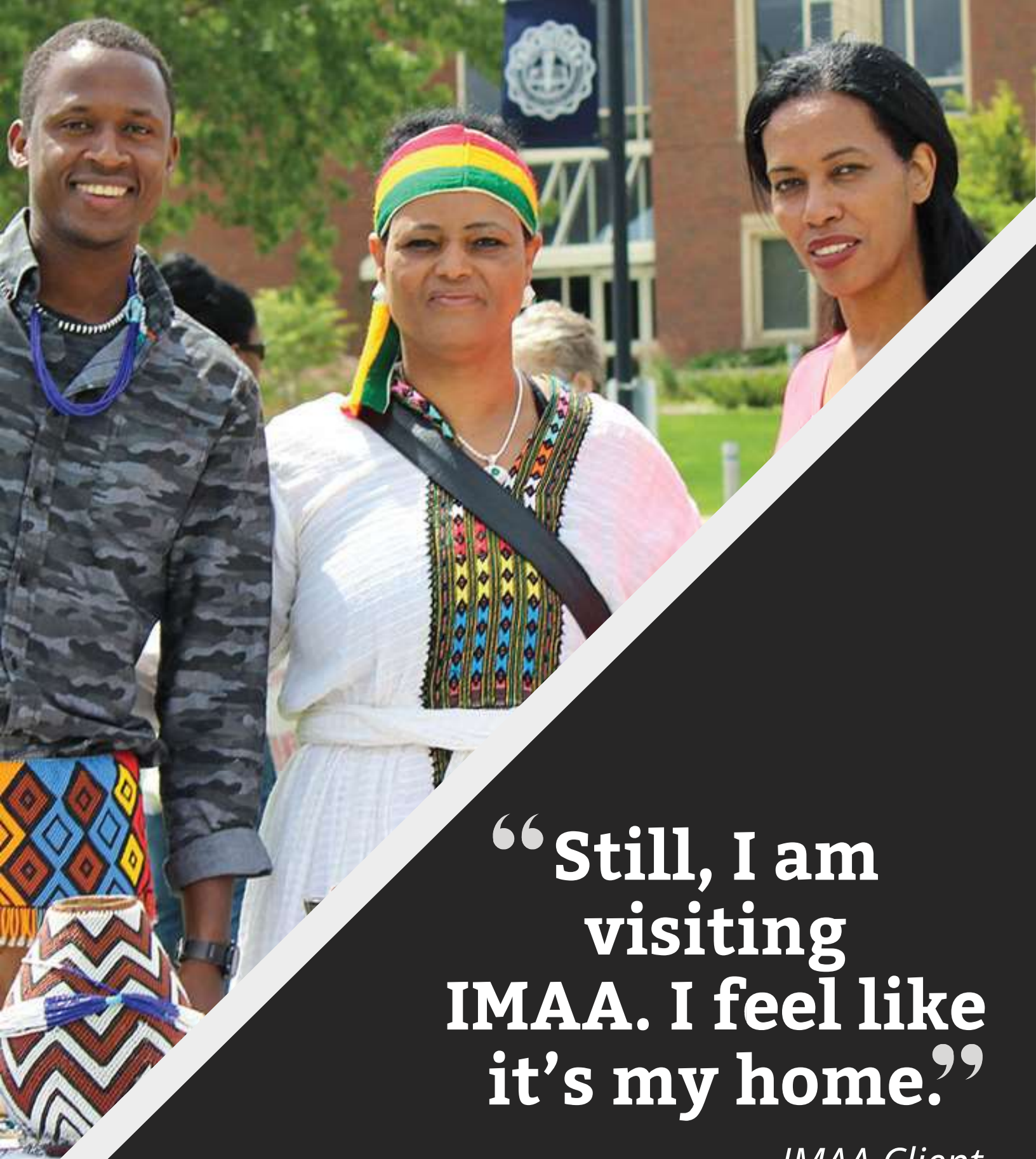


The background is a complex, artistic composition. On the left, there are two large, textured faces in shades of red and orange, looking towards the right. In the upper center, a boat filled with small, colorful figures is depicted. Below the boat, there are stylized, swirling blue and purple waves. Scattered within these waves are several small, golden-yellow stars and hearts. The overall style is painterly and expressive, with a diagonal white line running from the top right towards the bottom left, creating a sense of movement and division.

2025

Pearl Gala Sponsorship Opportunities





**“Still, I am
visiting
IMAA. I feel like
it’s my home.”**

-IMAA Client



ABOUT IMAA

PEARL GALA MEANING

EVENT DETAILS

SPONSOR BENEFITS

PROMOTIONAL BENEFITS

SPECIALTY SPONSORSHIPS

SPONSORSHIP PACKAGES

TICKETING INFORMATION

Content



About Intercultural Mutual Assistance Association

At IMAA, we are dedicated to fostering the well-being and independence of refugees and immigrants who resettle in Rochester and surrounding areas.

1,000+

Individuals Served
by Community Health
Worker Services

Community Health Workers (CHWs) are trusted, front line workers who serve as a liaison between health and social service systems, and community members. CHWs work alongside community members to help with their needs, provide education, assist in goal-setting, and increase self-sufficiency.

25

Volunteers
participated in
IMAA's
Match Program

IMAA's Match Program volunteers community serve as a bridge to social connection and language acquisition. Volunteers are paired with students, individuals, and families to assist with social connection, language acquisition, and cultural exchange and understanding.

352

Individuals Served
by Employment
Counselors and
obtained
employment

IMAA's Employment Counselors assist refugees and immigrants to achieve self-sufficiency by offering case management services related to finding and obtaining employment.





What Makes IMAA SPECIAL

We aim to create a thriving and inclusive community through our culturally relevant programs and services, empowering individuals to overcome challenges and build a brighter future.

ParentChild+	Ensuring an equitable future for children through long term home visiting services that support parents in preparing their children for academic success.
Family Services	Supporting self-sufficiency by assisting refugees and immigrants in finding employment, integrating into the community, and increasing independence.
Healthcare Access & Education	Promoting good health and wellbeing by serving individuals at the grassroots level and helping them navigate the complex healthcare and social service systems.
Language Services	Bridging the language gap by providing interpretation and translation for community members, organizations, and businesses.
Match Program	Encouraging volunteer engagement and decreasing social isolation by connecting community members with refugee and immigrant families to help them integrate into Rochester.
Victim Services	Providing culturally sensitive, bilingual direct services to refugee and immigrant victims of general crime, offering safety and hope.





The Story Behind the Pearl

Just as a pearl forms in response to an irritant entering the body of a living creature, life too presents us with challenges that can cause unspeakable suffering.

However, it is in how we respond to these hardships that a profound beauty and value can emerge.

Just like the lives of refugees and immigrants touched by IMAA, each pearl symbolizes a transformation from feeling unwanted to feeling valuable.

By partnering with the Pearl Gala, we come together to embrace the journey of transformation and celebrate the remarkable resilience of the human spirit.





Join us at the 2025 Pearl Gala!
Be a part of this inspiring journey, where together, we create a
future of empowerment, beauty, and value for all.

LOCATION

DATE

TIME

J.Powers at the Hilton
10 E Center St #2b
Rochester, MN 55904

Friday,
October 24th

5:30PM





At IMAA, our mission is driven by a profound commitment to celebrating the beauty of diversity, nurturing multicultural understanding, and empowering individuals from every corner of our world. For 41 years, our organization has tirelessly worked towards creating positive change within our community, touching the lives of countless individuals.

We cordially invite your esteemed company to embrace and embody The Power of Welcome as a sponsor of the 2025 Pearl Gala. By joining hands with us, you will not only achieve unparalleled brand visibility but also establish a heartfelt and enduring connection with a reputable nonprofit organization. Your invaluable support will be acknowledged through diverse channels, including press releases, social media spotlights, event collaterals, and the official event website, ensuring that your message reaches a diverse audience while enhancing your public relations endeavors.

As a cherished sponsor, you'll gain exclusive opportunities to engage with other like-minded businesses and community leaders, spotlighting your company's core values and commitment to corporate social responsibility. Our thoughtfully designed sponsorship packages offer customizable benefits that encompass VIP tickets, prominent event branding, speaking engagements, and privileged access to our vibrant community. These tools are designed to empower you in maximizing your company's visibility and driving real impact.

More than just a partnership, your collaboration with IMAA will demonstrate a genuine dedication to community growth and progress, further amplifying your reputation as a responsible corporate trailblazer. By standing alongside us at the Pearl Gala, you will play a direct role in empowering individuals, fostering opportunities, and weaving the fabric of a more inclusive and harmonious society.

On the evening of October 4th at the Rochester Hilton, immerse yourself in an atmosphere of celebration and inspiration. Secure your spot among the advocates as we celebrate the decades of 40 years of service by becoming a sponsor today. Together, we can leave an indelible mark on the lives of those we serve and co-create a more welcoming and harmonious community.

Executive Director, IMAA



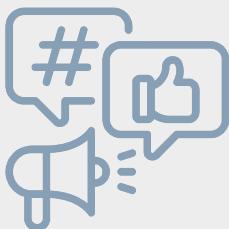
**“ Sponsorship is not an expense;
it’s an investment in your
brand’s & community’s future.”**

Rolf Dobelli

Sponsor Information



**Positive Impact
and PR**



**Media
Recognition**



**Community
Engagement**

You're in Good Company

Past & Current Sponsors



UNIVERSITY OF MINNESOTA
ROCHESTER

think
BANK

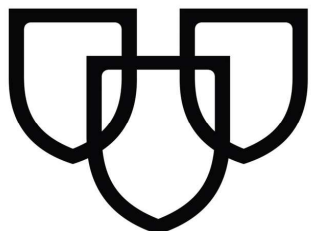
Meet your money.



First**Alliance**
CREDIT UNION

WINONA
STATE UNIVERSITY
ROCHESTER

**MAYO
CLINIC**



HOME
FEDERAL



Rochester Area
Foundation



Specialty Sponsorships

ENTERTAINMENT SPONSOR \$5,000

- All benefits of Akoya Sponsor Level
- Company announced when entertainment is announced
- Company branding on screens during the entertainment
- Branded signage around the stage area during the event

RECEPTION SPONSOR \$1,000

- Branded bar signage
- Branded signage by check in area
- Social media recognition
- Logo placed on website and in online event program

RAFFLE BASKET SPONSOR \$250

- Name or branded logo place on or by the raffle basket
- Social media recognition
- Logo placed in event program

360 PHOTOBOOTH SPONSOR \$750

- Branded logo placed on the 360 Photobooth frame
- Social media recognition

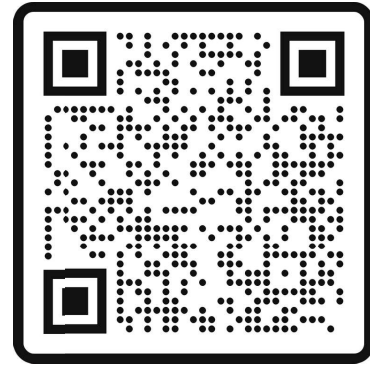
IN-KIND SPONSORS Products or Services

Customizable sponsor package depending on the value of the in-kind sponsorship. Examples of in kind donations include:

- Gift cards
- Complimentary tickets to events
- Packaged food and beverages

SPONSOR BENEFIT DETAILS		South Sea Sponsor \$10,000	Tahitian Sponsor \$5,000	Akoya Sponsor \$3,000	Freshwater Sponsor \$1,200
Branding of the stage on the night of the event		●			
Speaking opportunity at the event		●			
Full page ad in the online event program		●			
Personal highlight in IMAA’s newsletter		●			
Half page ad in the online event program			●		
Personal shout out by one of the speakers at the event		●	●		
Included in all PR, marketing & advertising for the event		●	●		
Name/logo included in printed program		●	●		
Name/logo listed on IMAA’s website home page		●	●	●	
Individual social media highlight pre-event		●	●	●	
Name/logo posted on slideshow during event		●	●	●	
Recognition during the event		●	●	●	
Name/logo listed on the Pearl Gala event page		●	●	●	●
Name/logo included on thank you poster at event		●	●	●	●
Name/logo included in online event program		●	●	●	●
Name/logo displayed on reserved table at event		●	●	●	●
Number of beverage tickets included		1 per person	1 per person		
Number of raffle tickets included		5 per person	3 per person	1 per person	
Number of tickets included		10	8	5	10

**For tickets & event information,
visit imaa.net or scan the QR
code below**



**2500 Valleyhigh Drive NW
Rochester, MN 55901
(507) 289-5960**