



THE QUEEN'S BALL
OF COLUMBIA

Elegance with Purpose

FRIDAY, DECEMBER 4, 2026

SPONSORSHIP
INFORMATION

PRESENTED BY SJB EVENT MANAGEMENT



Welcome

Dear Esteemed Partner,

We invite you to be part of a legacy. The Queen's Ball of Columbia returns in 2026 as a Bridgerton-inspired celebration of women, leadership, and community impact. This elegant affair honors one extraordinary woman each year, our Queen, whose influence uplifts Columbia and beyond. Through immersive experiences, nonprofit partnerships, and cultural storytelling, we aim to create an unforgettable evening that blends Southern charm with regal purpose. We welcome you to join us in making this vision a reality.

Warmly,
SJB Event Management

Introduction

The Queen's Ball of Columbia is a distinguished annual event that celebrates the power, grace, and leadership of women who are shaping the future of our community. Rooted in elegance and inspired by the timeless charm of Bridgerton, this event brings together community leaders, entrepreneurs, families, and advocates for a night of inspiration, connection, and cultural celebration. Each year, we honor a remarkable woman, The Queen, whose achievements and dedication uplift Columbia and its people. Through this celebration, we champion empowerment, highlight impactful causes, and create lasting legacies that resonate beyond the ballroom.

Our Vision

In the spirit of grand halls, whispered elegance, and the timeless grace of a royal court, The Queen's Ball of Columbia envisions a city where the brilliance of women is honored with the reverence it deserves.

We aspire to create an evening where culture, beauty, and purpose intertwine, a night that celebrates the women who shape our community's future and preserves their stories with the dignity of a cherished tradition.

Through refined ceremony and heartfelt recognition, the Ball seeks to inspire generations, uplift Columbia's cultural landscape, and establish a legacy event worthy of its crown.



Our Mission

The Queen's Ball of Columbia exists to gather the community in celebration of extraordinary women whose leadership, compassion, and influence leave an indelible mark on our city. Each year, a distinguished woman is crowned Queen, a title bestowed not merely for achievement, but for the depth of her impact. In honor of her reign, she selects a nonprofit organization that reflects her personal mission, values, and heart for service.

By centering her chosen cause, the Ball becomes a living tapestry of diverse missions, united under one elegant tradition: to honor women, strengthen community bonds, and amplify meaningful work across Columbia, one Queen, one cause, and one unforgettable evening.

A Tradition of Grace, Purpose, and Community

The Queen's Ball is more than an event; it is a cultural offering. A moment where the city pauses to celebrate womanhood, leadership, and legacy with the grandeur of a Regency-inspired affair. Every detail, from the music to the décor to the ceremonial procession, is designed to honor the Queen, uplift her cause, and create an atmosphere where every guest feels part of something timeless.

Meet the Host

Founder & Director of Event Management, SJB Event Management

Sade James-Bethea is the visionary force behind SJB Event Management, a premier event management company known for blending cultural richness, intentional storytelling, and unforgettable guest experiences. As a proud Columbia native and a champion for community-centered excellence, Sade has built a reputation for transforming ordinary gatherings into purposeful, immersive moments that honor heritage and inspire connection.

With years of experience orchestrating major sports events, community initiatives, and elegant social affairs, Sade approaches every project with a signature blend of creativity, precision, and heart. Her work is rooted in representation, legacy, and the belief that events can be both beautiful and impactful.

The Queen's Ball of Columbia is a reflection of her deepest values, celebrating women, uplifting families, and creating spaces where culture and elegance meet purpose. Under her leadership, the Ball has been designed not just as an event, but as a movement that honors the past, elevates the present, and empowers the future.

Sade's commitment to excellence, her love for the Carolinas, and her passion for community impact make her the perfect host for an evening dedicated to grace, leadership, and legacy.



Meet the 2026 Honoree: The Queen

Dr. Naida Rutherford
Richland County Coroner | Columbia, South Carolina

The Court of The Queen's Ball of Columbia is most pleased and profoundly honored to present the 2026 Honoree, a woman of uncommon distinction, unwavering purpose, and exceptional public service.

Dr. Naida Rutherford serves as the Richland County Coroner, a position of profound public trust that demands equal measures of forensic expertise, moral fortitude, and compassionate leadership. As Coroner, she stands at the intersection of science, law, and community service, bearing the solemn responsibility of advocating for those who can no longer advocate for themselves. Her office does not merely investigate; it speaks truth, delivers justice, and provides dignity to the deceased and solace to the living. Dr. Rutherford discharges these duties with a level of professionalism and humanity that has earned her the deep respect of colleagues, community leaders, and citizens across Richland County and beyond.

Dr. Rutherford is, by every measure, a trailblazer. She has distinguished herself in a field long dominated by men, rising not through compromise but through excellence, through the sheer force of her expertise, her determination, and her unwillingness to be defined by the limitations others may have imagined for her. Her presence in the Coroner's office has not only elevated the standards of forensic practice in Richland County; it has opened doors and expanded the imagination of every young woman and girl who dares to envision herself in a role of scientific authority and public leadership. She is living proof that excellence recognizes no boundary of gender, and that service, rendered with integrity, is always seen.

Beyond the forensic laboratory and the halls of public office, Dr. Rutherford carries a vision that reaches into the future. Through her work with Coroner's Campus, she is actively building a bridge between the forensic sciences and the next generation of South Carolina's brightest young minds, creating pathways for students in STEM fields, illuminating careers in public safety, and ensuring that the science of justice becomes accessible to all. She is deeply rooted in the Columbia community, driven by compassion, and guided by the conviction that public service is among the most honorable callings a person can answer.

Dr. Naida Rutherford is, without question, the embodiment of the Queen's Ball spirit, a woman of elegance, excellence, and enduring impact who honors the community simply by being a part of it.



2026 NONPROFIT BENEFICIARY

Coroner's Campus

Advancing Forensic Science Education & STEM for the Midlands of South Carolina

Coroner's Campus is the 2026 designated nonprofit beneficiary of The Queen's Ball of Columbia, and it is a beneficiary chosen with purpose and profound intention. Founded in the spirit of Dr. Naida Rutherford's lifelong commitment to science, education, and community wellbeing, Coroner's Campus exists to advance forensic science education, STEM learning opportunities, and public safety programming for the youth and communities of the Midlands of South Carolina. It is an organization born of the belief that understanding science and understanding the systems that keep our communities safe is not a privilege reserved for the few, but a right that belongs to every curious young mind in our region.

The programs and initiatives of Coroner's Campus span a range of meaningful and impactful endeavors: hands-on forensic science workshops that bring the science of public safety into schools and community centers; career exposure events designed for students who dream of futures in STEM and public service; school outreach programs that connect young learners with professionals working at the forefront of forensic investigation and community safety; and scholarship and resource programming that ensures financial barriers cannot stand between a motivated student and their aspirations. Each initiative is grounded in the same spirit of service and scientific inquiry that has defined Dr. Rutherford's distinguished career.

Funds raised at The Queen's Ball of Columbia 2026 will flow directly into Coroner's Campus programming, scholarships, and community outreach, making every sponsorship dollar a direct investment in the education and empowerment of South Carolina's next generation. For sponsors, this is a rare and resonant opportunity: to align their generosity with a cause that bridges the sciences and the arts of community leadership, and to support work that is simultaneously visionary and vitally practical. When you sponsor The Queen's Ball, you are not merely underwriting an elegant evening; you are investing in the future of forensic education, STEM access, and public safety awareness for the communities of the Midlands, and you are doing so through the lens of one of Columbia's most extraordinary legacies.



Why Sponsor The Queen's Ball?

The Queen's Ball of Columbia assembles Columbia's most influential community voices, civic leaders, business visionaries, and philanthropic partners in one magnificent room for one unforgettable evening. As a sponsor, you do not simply purchase an advertisement; you claim a seat at the table where Columbia's most consequential relationships are built, where values are declared publicly, and where brands are aligned with the causes and the people that the community holds in the highest regard. There is no more powerful statement of corporate citizenship than to stand, visibly and proudly, beside an event that honors excellence and funds education.

Sponsorship of The Queen's Ball delivers meaningful visibility before, during, and after the event from logo placement on printed materials, the stage backdrop, and the event program, to recognition from the podium and a curated social media spotlight campaign that extends your reach well beyond the ballroom. Beyond visibility, your investment carries genuine philanthropic weight: your dollars directly advance forensic science education, STEM programming, and public safety awareness for students and communities throughout the Midlands of South Carolina. Your contribution is fully tax-deductible, and your association with The Queen's Ball places your name in a distinguished company of organizations that believe, as we do, that a community's greatest investment is always in its own people.

Your Investment Supports:

- Forensic science education and STEM programming for youth in the Midlands of South Carolina
- Public safety community awareness initiatives that protect and inform Columbia's neighborhoods
- Career exposure opportunities for the next generation of scientists, forensic professionals, and public servants
- Scholarships and educational resources for students in underserved communities throughout Richland County
- A premier, black-tie gala experience that celebrates and elevates Columbia's finest leaders
- The enduring legacy of Dr. Naida Rutherford and the transformative mission of Coroner's Campus



Sponsorship Levels

\$10,000

ROYAL CROWN

For those whose influence reigns supreme across the entire social season.

- *2-minute speaking time during the event to discuss the brand
- *Logo on step-and-repeat
- *Tickets for 10
- *Recognition by Host during event
- *Social media spotlight
- *Inclusion in press release

\$5,000

THE DIAMOND OF THE SEASON

A title reserved only for sponsors who shine brighter than all the rest.

- *Logo on event signage
- *Tickets for 6
- *Social media feature
- *PA acknowledgment

\$2,500

THE LADY'S PEARL CIRCLE

A graceful tier for patrons whose elegance and generosity never go unnoticed.

- *Tickets for 4
- *Logo on website
- *Social media mention

\$1,000

THE ROSE COURT

Where noble hearts help the Ball bloom with beauty, charm, and purpose.

- *Social media mention
- *Tickets for 2
- *Logo listed on printed marketing material.

With Sincere Gratitude

To our esteemed sponsors, partners, and supporters:

Your generosity and belief in the mission of The Queen's Ball of Columbia make this enchanting evening possible. Because of you, we are able to celebrate women of distinction, uplift families, and create meaningful impact throughout our community.

Your partnership is more than a contribution; it is a commitment to legacy, representation, and purpose. It is a promise that elegance and service can coexist, that culture deserves to be celebrated, and that our community flourishes when we invest in one another.

As the social season unfolds, may your support shine as brightly as the jewels of the Ton. We are honored to have you as part of this royal affair and deeply grateful for the role you play in bringing this vision to life.

Thank you for helping The Queen's Ball of Columbia bloom with beauty, intention, and timeless grace.

Warm regards,

SJB Event Management
Columbia, South Carolina



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Contact Information

For sponsorship inquiries, partnership opportunities, or additional details regarding The Queen's Ball of Columbia, please contact:

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May your generosity be remembered long after the last waltz fades, and may the legacy we build together shine brighter than any jewel of the season.