



Cheers to
FIFTY YEARS
GALA

FRIDAY, MARCH 15, 2024



FIFTY YEARS

Cheers to

About Samaritan House

For 50 years, Samaritan House has been leading the fight against poverty in San Mateo County. We are the only organization that delivers the full breadth of essential services and personalized support to the working poor and others experiencing challenging circumstances. By ensuring our clients are fed, clothed, healthy, and housed, we help them create their own stability and remain an active, successful part of our community.

Mission

We mobilize the resources of our community to help those among us who are in need. Our dedicated professional staff and volunteers work together to provide food, access to shelter, healthcare, and a broad range of supportive services. We preserve dignity, promote self-sufficiency, and provide hope.

Vision

Leading our San Mateo County neighbors in need out of poverty to hope and opportunity.

Friday, March 15, 2024 at 5:30 pm

San Francisco Airport Marriott Waterfront
1800 Old Bayshore Hwy, Burlingame, CA 94010



FIFTY YEARS

Cheers to

About the Gala

Samaritan House's Annual Gala, "Cheers to Fifty Years" will be an evening to remember as we take a look back at the past 50 years and celebrate the thousands of lives that Samaritan House has empowered over the decades. Join us on Friday, March 15 and be part of the community of individuals, families, foundations, corporations, and partners who are dedicated to preserving dignity and promoting self-sufficiency for our neighbors in need, today and into the future. As we enter our golden year, we have more reasons than ever to come together in the fight against poverty. Join us for a night of celebrating the past and inspiring the future. The evening will feature a motivating program, dinner, live auction, and amazing live music that will have you dancing the night away.

Volunteer Planning Committee

Gala Co-chairs

Sonja Tappan
Jason Ting

Sponsorship Co-chairs

Jason Ting
Meredith Westerman

Sponsorship Team

Greg Herrera
Pamela McCarthy-Hudson
Stacey Wagner

Auction Chair

Barbara Fetterly

Logistics Team

Ben Cardenas
Wendi Ellis
Maria Gutierrez
Babs Harband
Fred Krauss Susan
Oser Colleen
Rafferty Rose
Rebecca Schnitt

Registration Team

Jan Busa
Sandy Council
Joan Diskin

Marketing Benefits of Partnering with Samaritan House Through Sponsorship

Showcase Your Brand

- Before a live audience of 500 community members
- Gain exposure through our targeted marketing campaign (print, online and social media)
- Reach more than 12,000 businesses and households digitally

Have Your Name Recognized

- Invitations reach over 8,000 businesses and households
- Event catalog
- Event signage
- Newsletter (print and digital) reaching approximately 12,000 businesses and households
- Website and social media channels
- Event press releases
- Acknowledgments in *The San Mateo Daily Journal*
- Annual Report

Information

For more information, or to discuss your participation as a sponsor, contact:

Beth Hefner
(650) 523-0809
bhefner@samaritanhousesanmateo.org



Sponsorship Opportunities

	Presenting \$100,000	Visionary \$50,000	Champion \$25,000	Believer \$10,000	Enthusiast \$5,000	Dreamer \$2,500	Ally \$1,000
Customizable marketing opportunities	Yes	No	No	No	No	No	No
Opportunity for video clip during event	Yes	No	No	No	No	No	No
Complimentary admissions to live event	2 premier tables	2 premier tables	1 premier table	1 premier table	4 individual admissions	2 individual admissions	No
Access to Exclusive VIP Pre-Event Reception	8 guests	6 guests	4 guests	4 guests	2 guests	2 guests	No
Ad in official event program	Full page	Full page	Half page	Quarter page	No	No	No
Acknowledgment on invitation	Premier logo placement	Premier logo placement	Premier logo placement	Name listed	Name listed	Name listed	Name listed
Acknowledgment in the post-event <i>Daily Journal</i> thank you ad	Premier logo placement	Logo placement	Name listed	Name listed	Name listed	Name listed	Name listed
Acknowledgment on social media	Premier logo placement	Logo placement	Name listed	Name listed	Name listed	No	No
Acknowledgment during reception and program	Premier logo placement	Logo placement	Name listed	Name listed	Name listed	Name listed	No
Acknowledgment on email eblasts	Premier logo placement	Logo placement	Name listed	Name listed	Name listed	No	No
Acknowledgment on Samaritan House website	Premier logo placement	Logo placement	Name listed	No	No	No	No

Underwriting Opportunities

Would you like to support Samaritan House and take advantage of the Gala's promotional opportunities? Choose your giving level and underwrite the costs for any of the following.

Event audio visual \$25,000

Pre-event VIP reception . . . \$15,000

Event centerpieces \$10,000

Event bar & refreshments. . \$5,000

Event entertainment \$3,000

Samaritan House Gala 2024

Sponsorship Registration Form



Please complete this form and return it to Beth Hefner at bhefner@samaritanhousesanmateo.org. Must be submitted by December 15 to be included on invitation. March 1 for the event catalog.

Sponsorship Opportunities

- | | | | |
|-------------------------------------|-----------|--|----------|
| <input type="checkbox"/> Presenting | \$100,000 | <input type="checkbox"/> Dreamer | \$2,500 |
| <input type="checkbox"/> Visionary | \$50,000 | <input type="checkbox"/> Ally | \$1,000 |
| <input type="checkbox"/> Champion | \$25,000 | <input type="checkbox"/> I/We wish to donate | \$ _____ |
| <input type="checkbox"/> Believer | \$10,000 | | |
| <input type="checkbox"/> Enthusiast | \$5,000 | | |

Please list your or your company's name as you would like it to appear in printed materials.

Sponsorship Levels with Ads

Full Page - Presenting and Visionary

Half Page - Champion

Quarter Page - Believer

Email all logos and ads (jpeg format, 300 dpi) to Beth Hefner at bhefner@samaritanhousesanmateo.org.

Payment Information

Name _____ Company _____

Check enclosed Credit card Please invoice me

Card No. _____ Exp _____ CVV _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____

Questions? Contact Beth Hefner

Phone: (650) 523-0809 | Email: bhefner@samaritanhousesanmateo.org

Donations are tax-deductible to the extent permitted by law. Federal Tax ID# 23-7416272.
PLEASE KEEP A COPY FOR YOUR RECORDS.

Samaritan House Gala 2024 Underwriter Registration Form



Please complete this form and return it to Beth Hefner at bhefner@samaritanhousesanmateo.org. Must be submitted by December 15 to be included on invitation. March 1 to be included in the program.

Promotional Opportunities for Your Business

- | | |
|---|----------|
| <input type="checkbox"/> Event Audio Visual | \$25,000 |
| <input type="checkbox"/> Pre-event VIP Reception | \$15,000 |
| <input type="checkbox"/> Event Centerpieces | \$10,000 |
| <input type="checkbox"/> Event Bar & Refreshments | \$5,000 |
| <input type="checkbox"/> Event Entertainment | \$3,000 |
| <input type="checkbox"/> I/We wish to donate: | \$ _____ |

Please list your or your company's name as you would like it to appear in printed materials.

Company contact person _____

Phone _____ Email _____

Email all logos (jpeg format, 300 dpi) to Beth Hefner at bhefner@samaritanhousesanmateo.org.

Payment Information

Name _____ Company _____

Check enclosed Credit card Please invoice me

Card No. _____ Exp _____ CWV _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____

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