



SAMARITAN HOUSE'S GALA

*An Enchanted Garden*

FRIDAY, MARCH 21 2025 • 5PM

San Francisco Airport Marriott Waterfront



SAMARITAN  
HOUSE



## *About Samaritan House*

For over 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*

Samaritan House mobilizes 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.

## *Vision*

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

## *An Enchanted Garden*

**FRIDAY, MARCH 21, 2025**

**SAN FRANCISCO AIRPORT MARRIOTT WATERFRONT**





## ABOUT THE GALA

Join us for a magical evening at our Annual Gala, “A Night in the Enchanted Garden”. On Friday, March 21, 2025, Samaritan House will celebrate the deep roots we’ve planted in San Mateo County over the past half-century by providing food, shelter, healthcare, and clothing to our neighbors in need. These strong roots allow us to nourish our neighbors in need and foster a growing community. This celebratory event is made possible by our incredible community of individuals, families, foundations, corporations, and partners. Your presence and support of the gala are the key to our success, and together, we stand united in the fight against poverty. The evening will feature a heartfelt program, drinks and dinner, a live auction, and live music to keep you moving. Join us for a night of celebration in the Enchanted Garden: *Where Hope Blooms and Community Grows*.



## 2025 VOLUNTEER PLANNING COMMITTEE



Event Chair: Barbara Fetterly

Sheri Boles

Jan Busa

Alice Chan

Sandy Council

Joan Diskin

Jan Eustis

Maria Faulve-Montojo

Ellyn Freed

Maria Gutierrez

Linda Halbleib

Amelia Ho

Katie Grey

Barbara Kilpatrick

Fred Krauss

Cherise Kreisberg

Avis Lee

Gina Miranda

Susan Oser

Rebecca Schnitt

Renata Stoiber

Desiree Tang

Sonja Tappan

Jason Ting

Stacey Wagner

Rose Welch

Chris Welton

Rosa Welton

Meredith Westerman





## BENEFITS OF 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*

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

Beth Hefner  
(650) 523-0809  
[bhefner@samaritanhousesanmateo.org](mailto: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 Registration	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 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 e-blasts	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 needs:

EVENT AUDIO VISUAL . . . . .	\$25,000	EVENT BAR & REFRESHMENTS . . . . .	\$5,000
PRE-EVENT VIP RECEPTION . . .	\$15,000	EVENT ENTERTAINMENT . . . . .	\$3,000
EVENT CENTERPIECES . . . . .	\$7,500	EVENT RECEPTION ENTERTAINMENTT . . .	\$2,500



## SPONSORSHIP REGISTRATION FORM

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

- |                                                     |                                                       |
|-----------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Presenting ..... \$100,000 | <input type="checkbox"/> Enthusiast ..... \$5,000     |
| <input type="checkbox"/> Visionary..... \$50,000    | <input type="checkbox"/> Dreamer ..... \$2,500        |
| <input type="checkbox"/> Champion ..... \$25,000    | <input type="checkbox"/> Ally ..... \$1,000           |
| <input type="checkbox"/> Believer..... \$10,000     | <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:

\_\_\_\_\_

## SPONSOR 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](mailto: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](mailto: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.



**UNDERWRITER REGISTRATION FORM**

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**PROMOTIONAL OPPORTUNITIES FOR YOUR BUSINESS**

- ☐ Event Audio Visual ..... \$25,000
- ☐ Event Bar ..... \$5,000
- ☐ Pre-Event VIP Reception ..... \$15,000
- ☐ Event Entertainment ..... \$3,000
- ☐ Event Centerpieces ..... \$10,000
- ☐ Event Reception Entertainment .. \$2,500

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 and ads (jpeg format, 300 dpi) to Beth Hefner at [bhefner@samaritanhousesanmateo.org](mailto: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:

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