



SAMARITAN HOUSE'S GALA

HATS OFF

TO ENDING HUNGER

MARCH 13 • 2026

San Francisco Airport
Marriott Waterfront



SPONSORSHIP PACKET



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.

HATS OFF TO ENDING HUNGER

FRIDAY, MARCH 13, 2026

San Francisco Airport Marriott Waterfront





ABOUT THE GALA

Join us for a thrilling evening at our Annual Gala, “Hats Off To Ending Hunger”!

On Friday, March 13, 2026, Samaritan House invites you to don your finest Derby hats and festive attire as we celebrate decades of service and community impact in San Mateo County.

Inspired by the elegance and excitement of the Kentucky Derby, this unforgettable evening will honor the powerful strides we’ve made in providing food, shelter, healthcare, and clothing to neighbors in need. With deep roots in compassion and service, we continue to race forward—together—toward a future where everyone thrives.

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 ongoing success.

The evening will feature Southern-inspired fare, signature cocktails, a spirited live auction, live music, and a heartfelt program—all with a Derby flair.

Join us for Hats Off To Ending Hunger: Where Compassion Wins and Community Soars.



2026 VOLUNTEER PLANNING COMMITTEE

Event Chair: Barbara Fetterly

Sponsorship Chair
Jason Ting

Marketing Chair
Fred Krauss

Games Chair
Maria Gutierrez

Check-In Chair
Jan Busa



BENEFITS OF SPONSORSHIP

SHOWCASE YOUR BRAND

- Before a live audience of 600 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





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 to be featured in an article in our newsletter	Yes	No	No	No	No	No	No
Complimentary admissions to 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 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

*Must be submitted by February 27. **Must be submitted by December 12.

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
PRE-EVENT VIP RECEPTION . . . \$15,000
EVENT CENTERPIECES \$7,500

EVENT BAR & REFRESHMENTS \$5,000
EVENT ENTERTAINMENT \$3,000
EVENT RECEPTION ENTERTAINMENT . . . \$2,500



SPONSORSHIP REGISTRATION FORM

Please complete this form and return it to Beth Hefner at bhefner@samaritanhousesanmateo.org. Must be submitted by December 12 to be included on invitation. February 27 for event catalog.

- | | | | |
|-------------------------------------|-----------|--|---------|
| ☐ Presenting | \$100,000 | ☐ Enthusiast | \$5,000 |
| ☐ Visionary | \$50,000 | ☐ Dreamer | \$2,500 |
| ☐ Champion | \$25,000 | ☐ Ally | \$1,000 |
| ☐ Believer | \$10,000 | ☐ 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.

*Ads due by February 27

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.



UNDERWRITER REGISTRATION FORM

Please complete this form and return it to Beth Hefner at bhefner@samaritanhousesanmateo.org. Must be submitted by December 12 to be included on invitation. February 27 for event catalog.

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.

PAYMENT INFORMATION

Name: _____ Company: _____

☐ Check Enclosed ☐ Credit Card ☐ Please invoice me

Card No. _____ Exp _____ CVV _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature: _____

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