SPONSORSHIP PACKET

FRIDAY, MARCH 12, 2027

SAMARITAN HOUSE'S GALA: CHANGING THE ODDS

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.

The Best Bet in Town

FRIDAY, MARCH 12, 2027

1800 Old Bayshore Hwy
Burlingame, CA 94010

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SAMARITAN HOUSE'S GALA: CHANGING THE ODDS

ABOUT THE GALA

When a community goes all in, extraordinary things happen. Our sold-out annual gala brings together generous supporters for an inspiring evening of elegant dining, exciting live auction packages, and celebratory dancing, all united by a shared commitment to helping fight poverty and lifting lives.

More than a fundraiser, the gala is a powerful reminder of what is possible when compassion meets action. Each paddle raised and every dollar contributed helps create pathways to stability, opportunity, and hope for thousands of local families.

2027 VOLUNTEER PLANNING COMMITTEE

Co-Chairs: Joan Rosas and Barbara Fetterly

Jan Busa
Nisha Chaudry
Maria Gutierrez
Fred Krauss
Karina Montiel
Sonja Tappan
Jason Ting
Rose Welch
Meredith Westerman

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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

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SAMARITAN HOUSE'S GALA: CHANGING THE ODDS

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	Yes	Yes	Yes	Yes	Yes	Yes	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 Daily Journal 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	Name listed	Name listed
Acknowledgment on Samaritan House website	Premier logo placement	Logo placement	Name listed	Name listed	Name listed	Name listed	Name listed

*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:

PRE-EVENT VIP RECEPTION $20,000
GUEST EVENT PARKING. $15,000
EVENT BAR & REFRESHMENTS $7,500
EVENT CENTERPIECES $5,000
EVENT ENTERTAINMENT $3,000
EVENT RECEPTION ENTERTAINMENT . . $2,500

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SAMARITAN HOUSE'S GALA: CHANGING THE ODDS

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.

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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

☐ Pre-Event VIP Reception	$20,000	☐ Event Centerpieces	$5,000
☐ Guest Event Parking	$15,000	☐ Event Entertainment	$3,000
☐ Event Bar & refreshments	$7,500	☐ 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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