

45th ANNIVERSARY GALA

Alternative Family Services

May 20, 2023
6:00-10:00pm



The Overlook

Kaiser Center Mall
344 20th St.
Oakland, CA 94612

Sponsor Packages

CHAMPION-Title Sponsor: \$25,000

- (8) VIP tickets with center front seating, and VIP check in
- Naming rights and promotion for one year including: Gala, Foster Joy campaign, regional AFS holiday events, Foster Learning Back-to-School campaign
- Prominent event signage, video display at VIP Reception, Gala & above mentioned events/campaigns, extra large center logo on step & repeat
- Expected 500,000-1M impressions
- Title sponsor listing on promotional print & online distributions for Gala & above mentioned events/campaigns
- Full back page ad in Gala event program PLUS featured partner blog piece
- Collateral distribution at Gala event

GUARDIAN: \$15,000

- (6) event tickets with front seating with VIP check-in
- Prominent event signage & video display VIP reception
- Guardian Sponsor listing on promotional print & online distributions, large logo on step & repeat
- Expected 200,000 impressions
- Full page ad in event program
- Collateral distribution at Gala event
- Sponsor mention: print media & event correspondence

ANGEL: \$10,000

- (6) event tickets with priority seating with VIP check-in
- Prominent event signage & video display at VIP reception
- Angel Sponsor listing on promotional print & online distributions, medium logo on step & repeat
- Expected 150,000 impressions
- Full page ad in event program
- Collateral distribution at Gala event
- Sponsor mention: social media, & event correspondence

HERO: \$5,000

- (4) event tickets with priority seating with VIP check-in
- Hero Sponsor listing on promotional print & online distributions, logo on step & repeat
- Expected 100,000 impressions
- 1/2 page ad in event program
- Sponsor mention: social media & event correspondence

ADVOCATE: \$2,500

- (4) event tickets with priority seating with VIP check-in
- Advocate Sponsor listing on promotional print & online distributions, logo on step & repeat
- Estimated 75,000 impressions
- 1/4 page ad in event program
- Sponsor mention: social media, & event correspondence

CONTACT: Angela Taylor, Director of Resource Development: ataylor@afs4kids.org, (510) 988-3006

AFS is one of the largest foster care, mental health and adoption agencies in Northern California. Impressions are based on conservative numbers compiled from: web/social media data, constituent lists, board contacts, community outreach, 3rd party marketing/advertising. Event will be posted on external event sites.



**Alternative Family Services
45th Anniversary Benefit Gala Dinner
Sponsor Reply Form**



NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **EMAIL:** _____

SPONSOR LEVELS (Information due by December 15th)

- | | |
|--|--|
| ____ CHAMPION "TITLE" SPONSOR: \$25,000 | ____ GUARDIAN SPONSOR: \$15,000 |
| ____ ANGEL Sponsor \$10,000 | ____ HERO SPONSOR: \$5,000 |
| ____ ADVOCATE SPONSOR: \$2,500 | |

Commemorative Program Booklet (Information due by March 24th)
(High resolution jpeg camera ready artwork)

A Magical Evening, celebrating 45 Years of Supporting Children, youth, young adults & families

- | | |
|---------------------------------|------------------------------------|
| ____ Full Page Ad: \$500 | ____ 1/4 Page Ad: \$150 |
| ____ 1/2 Page Ad: \$250 | ____ Business Card Ad: \$75 |

- ____ **We are unable to attend, but please accept our tax-deductible donation of \$ _____**
 ____ **Optional: we will donate _____ tickets back to AFS for use at their discretion.**

AMOUNT OF PAYMENT: \$ _____

PAYMENT OPTIONS: VISA/MC/ AMEX/CHECK (made out to Alternative Family Services)

Card Number: _____/_____/_____/_____/ **Exp. Date:** ____/____ **Code:** _____

Name on Card: _____

Signature: _____ **Date:** _____

Checks payable to: Alternative Family Services: Accounting, **131-B Stony Circle, #1200, Santa Rosa, CA 95401**-For more information, please contact **Angela Taylor** at ataylor@afs4kids.org or **510-988-3006**

Alternative Family Services is a 501c (3) nonprofit; Tax ID # 94-2427088

Sponsorships are tax deductible minus the expense of the ticket costs included in your sponsor package