



June 2020

We're going Virtual!

Dear Supporter:

We hope you and your family are safe and well as we all face the COVID-19 crisis. My Sister's House has made the decision to transition our 19th Anniversary Gala to a virtual event on **Monday, August 24, 2020**. The annual Gala is how we raise critical funds for our work, and we need your help.

Funds from the annual Gala help keep My Sister's House open and serving women and children experiencing domestic violence, sexual assault and human trafficking. Your support makes our work possible.

My Sister's House staff and board are working diligently to continue providing services to our clients, and we are preparing for an increase in domestic violence and intimate partner violence during social distancing and shelter in place. Donors like you have helped keep our 24/7 support line open, shelters operational and full, and have allowed us to continue offering and adapting legal, immigration, and mental health services.

We need support now more than ever. Your partnership will help us continue our work through this crisis and beyond. Please review the attached sponsorship program and the various marketing and visibility opportunities as a sponsor.

In the words of a former client, **"I could not imagine how my life would be without your help and support...You give me future, give me new life, give me hope. Thank you so much."**

Thank you for considering a sponsorship of My Sister's House 19th Anniversary Gala. If you would like more information, please don't hesitate to contact Christina Xiong, Development Assistant, or Nilda Valmores, Executive Director at (916) 930-0626 or via email: christinaxmsh@gmail.com or nildamsh@gmail.com.

Warm regards,

Yen Marshall
Co-Chair, Board Member
My Sister's House

Chris Gee-Schoon-Tong
Co-Chair, Board Member
My Sister's House



19th Anniversary Gala - Sponsorship Form

Mail your completed application with check or credit card information to: 3053 Freeport Blvd., Suite 120, Sacramento, CA 95818. Or fax to: (916) 930-0086. Questions? Email: info@my-sisters-house.org or call (916) 930-0626.

Please select your preferred sponsorship level:

- ☐ \$ 15,000 **24 Karat** (limit one) ☐ \$ 5,000 18 Karat ☐ \$ 1,000 10 Karat
☐ \$ 10,000 22 Karat ☐ \$ 2,500 14 Karat ☐ \$ _____ Other Amount

Organization Information:

Organization: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Website URL: _____

How would you like to be recognized in marketing materials?

Primary Contact Information:

Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Website URL: _____

Billing Information:

- ☐ Check enclosed ☐ VISA Card ☐ MasterCard

Name as appears on card: _____
Billing Address: _____
Card Number: _____
Security Code: _____ Expiration Date: _____



Sponsorship Packages

19th Anniversary **Virtual** Gala – Monday, August 24, 2020

Event will be streamed to a live audience, sent to supporters afterwards, and hosted on website

“24 Karat” Sponsor ~ \$15,000: (one only)

- ❖ Opportunity to show a :30 video during the event (with prior approval by MSH)
- ❖ Verbal recognition by master of ceremonies
- ❖ Logo featured on screen during event (two times)
- ❖ Logo prominently displayed on all emails sent to database of 10,000 (at least three event-specific emails, at least three general newsletters)
- ❖ Dedicated posts (two) with logo and website link on social media channels (reach: 7,500+)
- ❖ Logo and link on My Sister's House website and auction website, premium placement
- ❖ Company logo or name prominently displayed on all marketing and press materials

“22 Karat” Sponsor ~ \$10,000:

- ❖ Verbal recognition by master of ceremonies
- ❖ Logo featured on screen during event (one time)
- ❖ Logo displayed on emails sent to database of 10,000 (at least three event-specific emails, at least three general newsletters)
- ❖ Dedicated post (one) with logo and website link on social media channels (reach: 7,500+)
- ❖ Logo and link on My Sister's House website and auction website
- ❖ Company logo or name prominently displayed on all marketing and press materials

“18 Karat” Sponsor ~ \$5,000:

- ❖ Verbal recognition by master of ceremonies
- ❖ Logo featured on screen during event (one time)
- ❖ Logo displayed on emails sent to database of 10,000 (at least three event-specific emails)
- ❖ Name on social media post thanking sponsors (reach: 7,500+)
- ❖ Logo and link on My Sister's House website and auction website
- ❖ Company logo or name displayed on all marketing and press materials

“14 Karat” Sponsor ~ \$2,500:

- ❖ Verbal recognition by master of ceremonies
- ❖ Name featured on screen during event (one time)
- ❖ Name displayed on emails sent to database of 10,000 (at least three event-specific emails)
- ❖ Name on social media post thanking sponsors (reach: 7,500+)
- ❖ Logo and link on My Sister's House website and auction website
- ❖ Company logo or name displayed on all marketing and press materials

“10 Karat” Sponsor ~ \$1,000:

- ❖ Name featured on screen during event (one time)
- ❖ Name displayed on emails sent to database of 10,000 (at least one event-specific email)
- ❖ Name on social media post thanking sponsors (reach: 7,500+)
- ❖ Name and link on My Sister's House website and auction website