



# *Staying Sheltered*

Sponsorship Opportunities

PEOPLE SERVING PEOPLE'S

*22nd Annual Gala*

*October 16, 2021*



## *Request for Sponsorship*

People Serving People is the largest and most comprehensive emergency shelter for families experiencing homelessness in Minnesota and a dedicated leader in homelessness prevention.

What distinguishes People Serving People from other emergency shelters is the broad range of on-site programs and services designed to address common barriers faced by families experiencing homelessness. We help families find ways to overcome these barriers to self-sufficiency through advocacy, employment, education, and parenting programs.

People Serving People engages in issue advocacy and public policy discussions to help inform lawmakers on the barriers our community faces, helping educate our community on issues related to accessible and high quality childcare, rental assistance, affordable housing, childhood trauma and family healing.

### *Invest in the Future of our Community*

Join us as a sponsor of People Serving People's 2021 Gala, **Staying Sheltered**, at one of these levels.

#### *Exclusive to One Company*

Premier - \$20,000

#### *Unlimited Sponsorships*

Diamond - \$15,000

Emerald - \$10,000

Ruby - \$6,000

Sapphire - \$3,000

*Custom Sponsorships Available*

**We exist to see families thrive.**



\$20,000

# Premier

## PRE-EVENT VISIBILITY

- Promotional Material | Logo next to People Serving People logo
- People Serving People fall newsletter (2,200 households) | Premier logo placement
- Gala Emails (9,000 accounts) | Premier logo placement
- People Serving People Website | Rotating slider on homepage
- Gala Webpage | Premier logo placement with link to your website
- Social Media (8,250 followers) | Individualized, promoted post

## IN-PERSON GALA

- Tickets | 30\*
- Valet | 30
- Signage | Premier logo placement
- Pre- and Post-Event Slideshow | Solo slide with logo
- Cover of Program | Logo next to People Serving People logo
- Ad in Program | Full, first page
- Thanks from Emcee | First
- Speech During Gala | 2-3 minute slot

## VIRTUAL GALA

- At-Home Party Kits | 30\*
- Virtual Welcome | 1-2 minute video
- Pre- and Post-Event Slideshow | Solo slide with logo

\*In-Person Tickets and At-Home Party Kits are to add up to this total if sponsors have guests both in-person and virtually. As many guests as you want can attend virtually without charge, only the number of kits is limited.



**Premier exclusive to one company.**

\$15,000

# Diamond

## PRE-EVENT VISIBILITY

Promotional Material | Top logo placement

People Serving People fall newsletter (2,200 households) | Top logo placement

Gala Emails (9,000 accounts) | Top logo placement

People Serving People Website | Rotating slider on homepage

Gala Webpage | Top logo placement with link to your website

Social Media (8,250 followers) | Individualized, promoted post

## IN-PERSON GALA

Tickets | 30\*

Valet | 30

Signage | Top logo placement

Pre- and Post-Event Slideshow | Solo slide with logo

Cover of Program | Logo at bottom of cover

Ad in Program | Full page

Thanks from Emcee | Second

## VIRTUAL GALA

At-Home Party Kits | 30\*

Pre- and Post-Event Slideshow | Solo slide with logo

\*In-Person Tickets and At-Home Party Kits are to add up to this total if sponsors have guests both in-person and virtually. As many guests as you want can attend virtually without charge, only the number of kits is limited.



**We exist to see families thrive.**

\$10,000

# Emerald

## PRE-EVENT VISIBILITY

Promotional Material | Middle logo placement

People Serving People fall newsletter (2,200 households) | Middle logo placement

Gala Emails (9,000 accounts) | Middle logo placement

Gala Webpage | Logo with link to your website

Social Media (8,250 followers) | Individualized post

## IN-PERSON GALA

Tickets | 20\*

Valet | 20

Signage | Middle logo placement

Pre- and Post-Event Slideshow | Shared slide with logo

Ad in Program | 1/2 page

Thanks for Emcee | Third

## VIRTUAL GALA

At-Home Party Kits | 20\*

Pre- and Post-Event Slideshow | Shared slide with logo

\*In-Person Tickets and At-Home Party Kits are to add up to this total if sponsors have guests both in-person and virtually. As many guests as you want can attend virtually without charge, only the number of kits is limited.



**We exist to see families thrive.**

\$6,000

# Ruby

## PRE-EVENT VISIBILITY

Promotional Material | Lower logo placement

People Serving People fall newsletter (2,200 households) |

Lower logo placement

Gala Emails (9,000 accounts) | Lower logo placement

Gala Webpage | Logo with link to your website

Social Media (8,250 followers) | Post shared with other sponsors

## IN-PERSON GALA

Tickets | 10\*

Signage | Lower logo placement

Pre- and Post-Event Slideshow | Shared slide with logo

Ad in Program | 1/4 page

Thanks from Emcee | Fourth

## VIRTUAL GALA

At-Home Party Kits | 10\*

Pre- and Post-Event Slideshow | Shared slide with logo

\*In-Person Tickets and At-Home Party Kits are to add up to this total if sponsors have guests both in-person and virtually. As many guests as you want can attend virtually without charge, only the number of kits is limited.



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\$3,000

# Sapphire

## PRE-EVENT VISIBILITY

Promotional Material | Name listed

People Serving People fall newsletter (2,200 households) |

Name listed

Gala Emails (9,000 accounts) | Name listed

Gala Webpage | Name listed with link to your website

## IN-PERSON GALA

Tickets | 10\*

Signage | Name listed

Pre- and Post-Event Slideshow | Shared slide with name

Ad in Program | 1/8 page

## VIRTUAL GALA

At-Home Party Kits | 10\*

Pre- and Post-Event Slideshow | Shared slide with name

\*In-Person Tickets and At-Home Party Kits are to add up to this total if sponsors have guests both in-person and virtually. As many guests as you want can attend virtually without charge, only the number of kits is limited.



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# SPONSORSHIPS



## *Staying Sheltered*

**People Serving People's  
22nd Annual Gala  
October 16, 2021**

### **Secure a Sponsorship**

Contact Sarah Williams | 612.277.0219  
swilliams@peopleservingpeople.org

*Custom sponsorships available*

For more information about People Serving People  
visit: [www.peopleservingpeople.org](http://www.peopleservingpeople.org)



People  
**Serving**  
People



Center of  
**Excellence**

**We exist to see families thrive.**