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, Stayng 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.
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.
**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.

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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.

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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.
**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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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

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