



*40 Years of
Staying Sheltered*

Sponsorship Opportunities

**PEOPLE SERVING PEOPLE'S
ANNUAL GALA**

Thursday, October 27, 2022



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.

For 40 years, People Serving People has focused on ending family homelessness in Hennepin County. We will continue to offer prevention, empowerment, and educational services until every family has a place to call home.

People Serving People is there for every family who needs shelter, but no family should experience homelessness. With support like yours, People Serving People's new prevention program reaches families before they need emergency shelter.

Community support helps families experiencing homelessness build strong foundations for the future.

INVEST IN THE FUTURE OF OUR COMMUNITY & FAMILIES

Join us as a sponsor of *Staying Sheltered*, People Serving People's 2022 Gala and 40th Anniversary Celebration, at one of these levels:

Exclusive to One Company

\$20,000 Premier

Unlimited Sponsorships

\$15,000 Diamond

\$10,000 Emerald

\$6,000 Ruby

\$3,000 Sapphire

Custom Sponsorships Available Upon Request

We exist to see families thrive.



\$20,000

Premier

PRE-EVENT VISIBILITY

Promotional Material | Logo next to PSP logo
Gala Emails (9,000 accounts) | Premier logo placement
PSP Website | Rotating slider on homepage
Gala Webpage | Premier logo placement
Social Media Post (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 PSP logo
Ad in Program | Full, first page
Thanks from Emcee | First
Speech During Gala | 2-3 minute slot

POST-EVENT VISIBILITY

Winter Newsletter (9,000 subscribers) | Article in newsletter and Premier logo placement

VIRTUAL GALA

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

*Virtual benefits will replace in-person benefits if the in-person event is not possible for public health reasons.

Premier exclusive to one company



\$15,000

Diamond

PRE-EVENT VISIBILITY

Promotional Material | Top logo placement
Gala Emails (9,000 accounts) | Top logo placement
PSP Website | Rotating slider on homepage
Gala Webpage | Top logo placement
Social Media Post (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

POST-EVENT VISIBILITY

Winter Newsletter (9,000 subscribers) | Top logo placement

VIRTUAL GALA

At-Home Party Kits* | 30*
Pre- and Post-Event Slideshow | Solo slide with logo

*Virtual benefits will replace in-person benefits in the event that in-person event is not possible for public health reasons.

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\$10,000

Emerald

PRE-EVENT VISIBILITY

Promotional Material | Middle logo placement

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

Gala Webpage | Listed with logo

Social Media Post (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

POST-EVENT VISIBILITY

Winter Newsletter (9,000 subscribers) | Middle logo placement

VIRTUAL GALA

At-Home Party Kits* | 20*

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

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\$6,000

Ruby

PRE-EVENT VISIBILITY

Promotional Material | Lower logo placement
Gala Emails (9,000 accounts) | Lower logo placement
Gala Webpage | Listed with logo
Social Media Post (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

POST-EVENT VISIBILITY

Winter Newsletter (9,000 subscribers) | Lower logo placement

VIRTUAL GALA

At-Home Party Kits* | 10*
Pre- and Post-Event Slideshow | Shared slide with logo

*Virtual benefits will replace in-person benefits in the event that in-person event is not possible for public health reasons.



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\$3,000

Sapphire

PRE-EVENT VISIBILITY

Promotional Material | Name listed

Gala Emails (9,000 accounts) | Name listed

Gala Webpage | Name listed

IN-PERSON GALA

Tickets | 10*

Signage | Name listed

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

Ad in Program | 1/8 page

POST-EVENT VISIBILITY

Winter Newsletter (9,000 subscribers) | Name listed

VIRTUAL GALA

At-Home Party Kits* | 10*

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

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STAYING SHELTERED



40 Years of Staying Sheltered

People Serving People's Annual Gala
October 27, 2022

Secure a Sponsorship

Custom sponsorships available
Contact Sarah Williams | 612.277.0219
swilliams@peopleservingpeople.org

For more information about People Serving People
visit: www.peopleservingpeople.org



People
Serving
People



Center of
Excellence

We exist to see families thrive.