

Richstone Family Center Affair of the Heart Gala - Engagement Opportunities



# SPEAKEASY SOIRÉE

FEBRUARY 29, 2020

PRESENTING SPONSORS: PORSCHE  
SOUTH BAY



# WHO WE ARE

The Richstone Family Center is dedicated to preventing and treating child abuse and trauma; strengthening and educating families; and eliminating violence in families, schools and communities.

Richstone believes every child deserves to grow up in a safe, nurturing environment that encourages them to realize their full potential. We serve vulnerable children and families living in low-income, high need communities through comprehensive programs that include:

- Trauma-focused therapy
- Parenting classes
- Anger management classes
- Early childhood education/school readiness in-home visits
- Crisis intervention within local high schools
- Domestic violence support groups
- After school programs
- Support and educational groups

1.



**RICHSTONE**  
— family center —



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# BY THE NUMBERS



A case of child abuse  
is reported  
**every 10 seconds.**



**Every 9 seconds**  
in the U.S, a woman  
is assaulted or beaten.



We provide comprehensive  
trauma-focused treatment,  
expanded wellness and  
abuse prevention education  
programs in our new  
**5,700 sq. ft. Healing Center.**



Last year, our programs reached  
**2,515 children and families.**

- 95% of our families improve their overall level of functioning
- 90% of our families will not be reported for child abuse while receiving services.



Richstone has served the  
South Bay Community  
**for 45 years.**

2.

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Richstone Family Center Affair of the Heart Gala



# *It's Always a Rip-Roaring Good Time!*

This swell night will include  
Plenty of Revelry 🍷 Glitz & Glamour  
Sumptuous dining,  
sublime cocktails &  
inspired entertainment



Click here to learn more.



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# *Celebrate the decade that roared with Richstone*



Porsche South Bay cordially opens their doors  
for guests to experience a very special evening  
5. February 29, 2020, 6:30 PM

This year we will celebrate two honorees for their  
exemplary commitment to Richstone:

kinecta   
banking done different

Kinecta Federal Credit Union



Talía & Paul Frederick

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# PROMOTION

## 400+ Attendees

Celebrate with community leaders, business influencers and important donors from the South Bay and Los Angeles.

## 10+ Media Outlets

The Richstone Gala will be covered by local media outlets.

## 500+ Images

Over 500 images will be posted on social media throughout the night from attendees and influencers with the geo tag from the location.

Stay Connected!

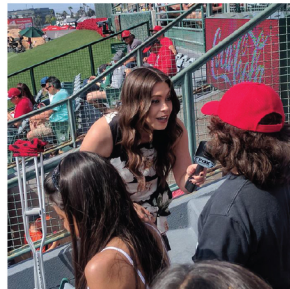


@RichstoneFamily #RichstoneGala



# LIVE AUCTION

Richstone patrons attending the Affair of the Heart Gala have the opportunity to bid on extraordinary and unique experiences.



- Deluxe Travel Experiences
- Wine pairing dinners for 10 at exquisite private homes
- Day at L.A. Porsche Experience
- Send Richstone Kids to L.A. Angels Stadium for an unforgettable outing and many more...

7.

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# TABLES, SPONSORSHIP, BRAND ACTIVATION OPPORTUNITIES



Richstone Family Center Affair of the Heart Gala

# TABLES

For individuals and corporations seeking to support the Annual Affair of the Heart Gala.  
For additional visibility and branding opportunities, please see next slides.

TABLE FEATURES	PLATINUM \$15,000	GOLD \$10,000	PREMIERE \$6,000	RESERVED \$4,000
Dinner Tickets	12	10	10	10
Seating	Premiere*	Premiere*	Premiere*	Reserved
Evening Program Ad	Full Page	Full Page	Half Page	Listing
On-Site Digital Ads	★	★		
Mentions & Branding Exposures (during event element)	★	★		
Logo on Gala Website, Auction App	★	★		
Local Print Ad & PR Recognition	★	* Premiere Tables include premium table wines, and 10 free entries into Heads or Tails game		

# DIAMOND SPONSOR

## \$20,000

For corporations seeking to partner with Richstone Family Center  
Flexible opportunity with product placement/brand activation

- 2 Premiere Tables\* (20 Dinner Tickets)
- Tribute Message for 10 seconds; looping during dinner a minimum of 4 times
- Evening Program - Inside Cover Ad
- Acknowledgement from stage
- Logo projected on wall during event
- Logo on Gala Website and Auction App
- Mentions, Product Placement and Branding Exposures
- Local Print Ad & Press Release Recognition

10.

\* Premiere Tables include premium table wines, and 10 free entries into Heads or Tails game

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# Brand Activation Opportunities

Showcase your commitment to supporting locally and get your brand in front of socially conscious executives and influencers. Let us help you come up with the best way to engage our passionate supporters with your brand.

Opportunity	Description	Value (Cash or In-Kind)	Gives	Gets
Heads or Tails Game	Guests purchase a signature item to play 'Heads or Tails' game; winner gets prize - \$1,000+ value	\$1,750	Wearable item for 400+ guest Grand Prize (must be universally appealing)	Emcee acknowledgement at beginning of the game Prize presentation (optional) Evening Program Listing
Signature Cocktail	Bars serve signature martini during reception	\$1,500	Spirits/Mixers for signature cocktail Sample product for guest or auction item	Bar Signage Evening Program Listing
Wine Cellar 'Opportunity Drawing' (100 bottles + wine refrigerator) Could be a combo with Spirits	Only 200 tickets available - \$100 each Sold pre-event and during first hour of event	\$5,000	Wine donation Wine Refrigerator donation Pre-sell tickets to employees/customers	Pre-event exposure in ticket sales collateral Event signage/representation Evening program listing
On-Site GIF/Video Booth	Content sharing from event	TBC	Underwrite vendor cost	Signage, Logo/Brand exposures in Social Media Evening program listing

11. AFFAIR OF THE HEART GALA - The premier fundraising event for Richstone Family Center



# Brand Activation Opportunities

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Opportunity	Description	Value (Cash or In-Kind)	Gives	Gets
Valet Parking	Complimentary valet parking station for guests upon arrival and departure from the event	\$4,000	Underwrite vendor cost	Brand signage at valet station Opportunity for product placement in cars Evening program listing
Auction Item Donation	Unique items or experiences for Live or Silent Auction bidding	\$500+	In-Kind donation with high perceived value (i.e., dinner/tasting for 20, tickets to a brand sponsored concert/event)	Logo/Branding exposure Evening program listing Support will align with value of donated item(s)
Fund-a-Need Match Donation	Cash challenge pledge	\$2,500+	Cash	Acknowledgement during Fund-a-Need Evening program listing Call out by Auctioneer

12. *AFFAIR OF THE HEART GALA* - The premier fundraising event for Richstone Family Center

# EVENING PROGRAM ADVERTISING

## PROGRAM SPONSOR - \$3,000

- One full page ad in evening program
- Ad featured in event digital displays

## EVENING PROGRAM PRINT ADS

- Full page ad - \$2,500
- Half page ad - \$1,500
- Quarter page ad - \$750
- Business card ad - \$300



# RECENT CORPORATE SPONSORS



Wells Fargo  
Capital Finance



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# Thank you!

We look forward to celebrating our 2020 honorees and hope you will join us  
for a *rip-roaring good time* on **FEBRUARY 29, 2020!**

**We would love for you to be involved in supporting our vital mission!**

For additional information, please contact:

Richstone Family Center

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web: [RichstoneFamily.org/Gala](http://RichstoneFamily.org/Gala)

Tax ID #237373745



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