



2018 Spirit of Service Gala Sponsorship Opportunities & Program Advertisements

Thursday, May 17, 2018

6pm Reception & Silent Auction
7pm Dinner & Program

The Millennium Biltmore Hotel Los Angeles

Join Human Services Association (HSA) and 300 Los Angeles County business, health care, education, community, and civic leaders, in celebrating **78 years** of serving the community at the **2018 Spirit of Service Gala!**

Why Support Human Services Association?

Proceeds from the event will support the work of HSA, a nonprofit organization dedicated to providing families with compassionate and comprehensive care to promote wellness and build strong communities.

HSA serves more than 12,000 families annually, from incredibly diverse and underserved communities. HSA provides services for clients of all ages, including: parenting classes; Early Head Start/Head Start, and state preschool programs; domestic violence assistance; child abuse prevention and intervention; Multipurpose Senior Services Programs; senior care management; Alzheimer's day care resource center, and congregate and home delivered meals for seniors.

HSA is one of the largest social services agencies in southeast Los Angeles County, serving Artesia, Bell, Bell Gardens, Bellflower, Cerritos, Commerce, Compton, Cudahy, Downey, Hawaiian Gardens, Huntington Park, Lakewood, Long Beach, Los Angeles, Lynwood, Maywood, Norwalk, Paramount, Pico Rivera, Santa Fe Springs, South Gate, Vernon, Walnut Park, Whittier, and surrounding cities.

For more information about HSA, please visit www.HSALA.org. Your support is key to making the Spirit of Service Gala a success and will allow us to continue providing vital programs throughout Southeast Los Angeles County.



Human Services Association

Spirit of Service Gala Sponsorship Opportunities

Legend Sponsorship: \$15,000

- Two tables of 10 – premium placement with table sign
- Complimentary wine gifts for each table guest (10)
- Two full page color advertisements in event program
- Company logo recognition on event website with live link and company description (max 75 words) – premium placement
- Verbal and logo recognition of sponsorship at event
- Company representative will have an opportunity to introduce an honoree at event
- Company representative will have an opportunity to briefly address event attendees
- Company logo recognition on pre-/post-event marketing materials (e.g., press release, save the date flyer, invitation, e-blasts, etc.)
- Distribution of one promotional item/literature piece at HSA office locations twice during the year
- Distribution of one promotional item/literature piece to home delivered meal/case management clients (~700/day) twice during the year
- Distribution of one promotional item or literature piece to congregate meal site clients at 15 locations (~1,000/day) twice during the year
- Company representative will have an opportunity to address HSA staff at one of the three all-staff meetings during the year
- Company logo recognition in two newsletters after the event
- Company logo magnet displayed on 13 meal trucks used to deliver meals daily, for six months
- Company logo recognition in the post-event wrap up email
- Company information and logo included in social media promotional outreach
- Distribution of two promotional items and/or pieces of literature to all event attendees



Spirit Sponsorship: \$10,000

- Two tables of 10 – premium placement with table sign
- Complimentary wine gifts for each table guest (10)
- Full page color advertisement in event program
- Company logo recognition on event website with live link & company description (max 75 words)
- Verbal and logo recognition of sponsorship at event
- Company logo recognition on pre-/post-event marketing materials (e.g., press release, save the date flyer, invitation, e-blasts, etc.)
- Distribution of one promotional item/literature piece at HSA office locations one time
- Distribution of one promotional item/literature piece to home delivered meal/case management clients (~700/day) once during the year
- Distribution of one promotional item/literature piece to congregate meal site clients at 15 locations (~1,000/day) once during the year
- Company logo recognition in one newsletter after the event
- Company logo magnet displayed on 13 meal trucks used to deliver meals daily, for two months
- Company logo recognition in the post-event wrap up email
- Company information and logo included in social media promotional outreach
- Distribution of promotional item and/or piece of literature to all event attendees

*Note: All promotional items/pieces of literature are subject to approval by HSA



Champion Sponsorship: \$5,000

- Table of 10
- Full page color advertisement in event program
- Company logo recognition on event website with live link
- Verbal and logo recognition of sponsorship at event
- Company logo recognition on pre-/post-event marketing materials (e.g., press release, save the date flyer, invitation, e-blasts, etc.)
- Distribution of one promotional item/literature piece at HSA office locations one time
- Company logo recognition in one newsletter after the event
- Company logo recognition in the post-event wrap up email
- Company information and logo included in social media promotional outreach
- Distribution of promotional item and/or piece of literature to all event attendees

Hero Sponsorship: \$2,500

- Table of 10
- Half page color advertisement in event program
- Company logo recognition on event website
- Verbal and logo recognition of sponsorship at event
- Company logo recognition on pre-/post-event marketing materials (e.g., press release, save the date flyer, invitation, e-blasts, etc.)
- Company logo recognition in the post-event wrap up email

Scholar Sponsorship: \$1,500

- 4 tickets
- Quarter page color advertisement in event program
- Company logo recognition on event website
- Verbal and logo recognition of sponsorship at event

Courage Sponsorship: \$1,000

- 2 tickets
- Business card color advertisement in event program
- Company logo recognition on event website
- Verbal and logo recognition of sponsorship at event



Spirit of Service Gala Program Advertisements

Full page, color: \$1,000 (8.5w x 11h - vertical) **Half page, color: \$500** (8.5w x 5.5h - horizontal)

Quarter page, color ad: \$250 (4.25w x 5.5h - vertical)

Business card, color ad: \$100 (4.25w x 2.75h - horizontal)

Please provide logos and ads in one of the following formats: high resolution (150-300 dpi) jpeg, eps, or print ready pdf with no bleed. Ads will be printed in 4-color process (CMYK).

Please send logos and ads, by April 1, 2018, to Events@NorthStarAlliances.com.



**2018 Human Services Association Spirit of Service Gala
Sponsorship & Event Program Advertisement Form**

Please complete this form to secure your sponsorship or program ad.
All opportunities are available on a first-come, first-served basis.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Point of Contact to arrange event details _____

Phone _____ Fax _____

Email _____

Sponsorship Levels, Program Ads, & Tickets

_____ Legend \$15,000 _____ Spirit \$10,000 _____ Champion \$5,000

_____ Hero \$2,500 _____ Scholar \$1,500 _____ Courage \$1,000

_____ Full Page Ad \$1,000 _____ 1/2 Page Ad \$500 _____ 1/4 Page Ad \$250

_____ Business Card Ad \$100 _____ Event Tickets x \$150 Total Amount Due \$ _____

Payment method: ___ Visa ___ MasterCard ___ American Express

___ Check enclosed (payable to Human Services Association)

Credit Card # _____ Expiration Date _____

Name on Card _____ Zip Code _____

Signature _____ CCV Code _____

To secure your sponsorship or program ad, please register and pay online at
www.HSALA.org/events/event/2018Gala
or return this form by: email to Events@NorthStarAlliances.com; fax to 424.258.7064; or
mail to Human Services Association, Attn: Gala, 6800 Florence Ave., Bell Gardens, CA 90201

For questions, contact 424.261.4628 ♦ www.HSALA.org

Human Services Association is a 501(c)(3) nonprofit organization (Federal Tax ID# 95-1816054)