

Sponsors Package

Be THE Light

10TH
ANNIVERSARY

CHARITY GALA



The Inn at Rancho Santa Fe
Saturday, August 13, 2022 • 5:00-9:00 PM

Shelter to Soldier

RECIPIENT



In 2003 I was deployed to Iraq during the first invasion. My job was to follow the infantry and shoot artillery rounds into enemy defenses so that the infantry could continue to move forward. Once we moved forward, we would drive through the destruction and I saw firsthand the damage we caused. I did this for the entire year I was in Iraq. No one should be subject to the sights and events I witnessed while in war.

During my 12 year career, I always knew that something was off in me but I could never talk about it or admit there was something wrong. I was taught in the military never to complain and learned very quickly how to hide and suppress my emotions. There was no outlet for me to talk about what was going on in my head. In 2013 I was diagnosed with PTSD with onset Major Depressive Disorder. During my last year in the military I started to see a therapist to address my symptoms. I was having panic attacks, nightmares, night terrors, hypervigilance, anxiety, and I was isolating from friends and family. It was very difficult for me to talk to someone who did not share the same experiences as I did.

Just knowing I was accepted into the [Shelter to Soldier] program showed me the light at the end of the tunnel. During one of my matching sessions, Nigel walked in the gate and there was an instant connection. I knew he was going to be my service dog.

When I started the program with Nigel, I was still closed off to the world and didn't want to open up. Each training session I had, I was able to grow and take down my walls. The biggest factor was that my trainer as well as most of the staff are prior service members which gave me the comfort to open up and grow. During the course of my program I have overcome many obstacles that I would have never been able to without the support of Shelter to Soldier and Nigel by my side every step of the way. Because of sponsors like you, I am able to live a normal life again.

Most recently with Nigel by my side, I was able to finish my master's degree and am now at the tail end of earning my doctorate. Nigel and I just want to say thank you for your continued support for veterans and dogs in need.

— Dustin Potash, US ARMY
Shelter to Soldier Veteran Advocate & Case Manager



Shelter to Soldier

Saving 2 at a
Lives Time

AN AVERAGE OF 20 VETERANS
A DAY LOSE THEIR LIVES TO SUICIDE IN THE US.

(U.S. Department of Veteran Affairs)

More than 500,000 servicemen and women are living with invisible wounds, from depression to post-traumatic stress disorder and 320,000 are experiencing debilitating brain trauma (Wounded Warrior Project).



EVERY DAY AN AVERAGE
OF 1800 DOGS
ARE EUTHANIZED NATIONWIDE

(American Society for the Prevention of Cruelty to Animals)

Each year, America sees approximately 3.3 million dogs enter U.S. animal shelters nationwide. Shelter to Soldier provides them a future with a purpose and a life that is fulfilled by their bond with a veteran in need.



SHELTER TO SOLDIER
A 501c3 Nonprofit Organization

Shelter to Soldier is a CA 501c3 nonprofit organization that adopts dogs from local shelters and rescue organizations and trains them to become psychiatric service dogs for post-9/11 veterans suffering from Post Traumatic Stress (PTS), Traumatic Brain Injury (TBI) and/or Military Sexual Trauma (MST). The program also places emotional support animals (ESAs) with active duty military and veterans, and deploys the Shelter to Soldier Canine Ambassadors, a team of certified therapy dogs and their volunteer handlers, to provide visits of love and comfort to local military, veterans and their families.





Sponsorship

Decennial Presenting Sponsor | \$35,000

Thanks to COX Communications

HOSPITALITY

- Two tables of ten (20 total) VIP Guest Tickets to the Gala with dedicated VIP registration and front row seating nearest stage. All guests receive Gala Swag Bag.
- STS shirt style of your choice for each guest at your tables (sizes customizable with notice 1 month in advance of event date or Men's Large in our classic shirt will be given)
- Invitation for you and your guests to attend the Sponsor Thank You Soirée, which will be hosted in Spring 2023 (maximum 4 entries).

BRAND RECOGNITION

- Includes Red Star Sponsorship of a dog adoption and subsequent service dog placement through the Shelter to Soldier program.
- Your corporate logo and/or name will be featured on:
 - Shelter to Soldier website on homepage and event page
 - Event Step and Repeat Banner
 - Company or individual profile in the gala event program(One full page company advertisement in the event program – specs will be emailed)

MEDIA

- You will work closely with our PR Director, Eva Stimson, to craft a press release announcing your commitment to Shelter to Soldier through your title sponsorship alongside other event sponsors.
- Inclusion of two full page ads and one half page event ad with Ranch & Coast Magazine, in our ad on Ranch & Coast website, and dedicated email blast to Ranch & Coast subscribers, social media post from Ranch & Coast Magazine and Shelter to Soldier social media fan base, email blast to Shelter to Soldier newsletter, inclusion in full-page ad in Homeland Magazine (national) and San Diego Veterans Magazine.
- You will be invited to participate in any media opportunities the week leading up to the event.
- Logo placement (large) on event flyer shared on all social media outlets and media partners' social media outlets.
- Dedicated social media post and at least 3 social media stories.

GALA PROFILE

- Verbal recognition at the event
- Gala signage and banners
- Event slideshow profile

SHELTER TO SOLDIER RECOGNITION

- Feature with logo in Shelter to Soldier 2022 Impact Report
- Additional press release for your sponsored dog/veteran match with our PR director
- Canvas print of sponsored dog paired with soldier after graduation of the team
- Option to have a Shelter to Soldier Canine Ambassador Therapy Team visit your company to engage with your team and share your impact.

Sponsorship



Platinum Sponsor | \$20,000

Maximum of one sponsor at this level.

HOSPITALITY

- Two tables of ten (20 total) VIP Guest Tickets to the Gala with dedicated VIP registration and nearest seating to the stage (behind Presenting Sponsor).
- STS shirt style of your choice for each guest at your tables (sizes customizable with notice 1 month in advance of event date or Men's Large in our classic shirt will be given)
- Invitation for you and your guests to attend the Sponsor Thank You Soirée, which will be hosted in Spring 2023 (maximum 4 entries).

BRAND RECOGNITION

- Your corporate logo and/or name will be featured on:
 - Shelter to Soldier website on homepage and event page
 - Company or individual profile in the gala event program(One full page company advertisement in the event program – specs will be emailed)

MEDIA

- Inclusion in full page ads and one half page event ad with Ranch & Coast Magazine, in our ad on Ranch & Coast website, and dedicated email blast to Ranch & Coast subscribers, social media post from Ranch & Coast Magazine and Shelter to Soldier social media fan base, email blast to Shelter to Soldier newsletter, inclusion in full-page ad in Homeland Magazine (national) and San Diego Veterans Magazine.
- You will be invited to participate in any media opportunities the week leading up to the event.
- Logo placement (large) on event flyer shared on all social media outlets and media partners' social media outlets.
- Dedicated social media post and at least 3 social media stories.

GALA PROFILE

- Verbal recognition at the event
- Event slideshow profile

SHELTER TO SOLDIER RECOGNITION

- Feature with logo in Shelter to Soldier 2022 Impact Report
- Option to have a Shelter to Soldier Canine Ambassador Therapy Team visit your company to engage with your team and share your impact.

Sponsorship

Gold Sponsor | \$15,000 (qty max: 2)

As one of our Gold Sponsors, your company (or individual) will receive:

HOSPITALITY

- Two tables of eight (8) VIP Guest Tickets to the Gala with dedicated VIP registration. All guests receive Gala Swag Bag.
- STS shirt for each guest at your table (sizes customizable with notice 1 month in advance of event date or Men's Large in our classic shirt will be given).
- Invitation for you and your guests to attend the Sponsor Thank You Soirée, which will be hosted in Spring 2023 (maximum 2 entries).

BRAND RECOGNITION

- Your corporate logo and/or name will be featured on:
 - Shelter to Soldier website on event page
 - Company or individual profile in the gala event program(One page will be shared (half each) by both Gold Sponsors)

MEDIA

- Your company's (or individual) participation will be highlighted in the press release for the event.
- Logo placement (medium) on event flyer shared on all social media outlets and media partners' social media outlets.
- Inclusion in one full-page event ad and one half-page ads in Ranch & Coast Magazine.
- Dedicated social media post and at least 3 social media stories.

GALA PROFILE

- Verbal recognition on stage at the event
- Gala signage and banners
- Event slideshow profile

SHELTER TO SOLDIER RECOGNITION

- Option to have a Shelter to Soldier Canine Ambassador Therapy Team visit your company to engage with your team and share your impact.

Sponsorship

Silver Sponsor | \$10,000 (qty. max: 3)

As one of our Silver Sponsors your company will receive:

HOSPITALITY

- Two tables of eight (16 total) VIP Guest Tickets to the Gala with dedicated VIP registration (seating behind Presenting, Platinum and Gold Sponsors).

BRAND RECOGNITION

- Your corporate logo and/or name will be featured on:
 - Shelter to Soldier website on event page
 - Company or individual profile in the gala event program (One page will be shared — 1/3 each of three)

MEDIA

- Logo placement (small) on event flyer shared on all social media outlets and media partners' social media outlets.
- Inclusion in one full-page event ad and one half-page ad in Ranch & Coast Magazine..
- Shared social media post and at least 3 social media stories.

GALA PROFILE

- Event Slideshow Profile
- Verbal recognition on stage at the event
- Gala signage and banners

BARBARA
WELK

Bronze Sponsor | \$5,000 (qty. max: 5)

Thanks to Our Sponsor

As one of our Bronze Sponsors your company will receive:

HOSPITALITY

- One table of eight (8) guests (seated behind Presenting, Platinum, Gold and Silver Sponsors). All guests receive Gala Swag Bag.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Shelter to Soldier website on event page
- Bronze Sponsor page in the Gala event program, share by 5 Bronze Sponsors

MEDIA

- Dedicated Shelter to Soldier social media post, email blast to Shelter to Soldier Newsletter
- Logo placement in event ad to be shared in one full page and one half page ad in Ranch & Coast Magazine

GALA PROFILE

- Event Slideshow Profile

Sponsorship



Ray of Light | \$2,500 (qty. max: 10)

As one of our Ray of Light Sponsors your company will receive:

HOSPITALITY

- Four VIP Guest Tickets to the Gala with dedicated VIP registration (Seated behind Presenting, Platinum, Gold and Silver and Bronze Sponsors). All guests receive Gala Swag Bag.

MEDIA/BRAND RECOGNITION

- Logo placement in Sponsor Packet, event website and ticketing website
- Shared social media post and at least 3 social media stories.

GALA PROFILE

- Event Slideshow Profile

Media Sponsor

Thank You to our Sponsors!

Radio

**SOLD
OUT**



Magazine

**SOLD
OUT**

RANCH & COAST
MAGAZINE

TV/PSA

**SOLD
OUT**



Table Sponsor

ONE TABLE OF EIGHT PURCHASE | FROM \$2,400

- Event Swag Bags for each guest at Table Reservation Section 1 (only)
- Tables in Section 1 (nearest stage): \$2,800
- Tables in Section 2 (middle of event space): \$2,600
- Tables in Section 3 (rear of the event space): \$2,400

Sponsorship

Be the Light Sponsors

BEVERAGE SPONSOR | \$3,500 | QTY. MAX: 2



"These two sponsor levels are in addition to in-kind product beverage sponsors/partners"

- 4 Guest tickets to the event.
- Logo and/or name recognition displayed on event website, on easel at event bar, and in Gala event program. Dedicated social media post.
- Each beverage sponsor will have a specialty cocktail option named after their sponsorship.
*Excludes beer, spirits and wine sponsors of product.
- Social Media inclusion - minimum of 2 Instagram and Facebook stories and general event post

AUTO SHOWCASE SPONSOR | \$3,000 | QTY. MAX: 1

- 4 Guest tickets to the event.
- Logo and/or name to be placed in event program with a special thank you for your sponsorship.
- Social Media inclusion - minimum of 2 Instagram and Facebook stories and general event post
- Signage near car showcase on event lawns including company logo.

FLORAL SPONSOR | \$3,000 | QTY. MAX: 1

- 4 Guest tickets to the event.
- Logo and/or name to be placed in event program with a special thank you for your sponsorship.
- A card reflecting your sponsorship will be placed with the floral arrangement at every table.
- Social Media inclusion - minimum of 2 Instagram and Facebook stories and general event post

RADIANCE SPONSOR | \$1,500 | QTY. MAX: 10



- 4 Guest tickets to the event.
- Your sponsorship will help to light up the outdoor event space in exciting detail in celebration of the 10th Anniversary Be the Light Gala. Your logo will be placed in a frame by a large lantern featuring a Shelter to Soldier success story in the gorgeous Inn walkway as well as on a shared Radiant Sponsors sign.
- Social Media inclusion - minimum of 2 Instagram and Facebook stories and general event post.

Guest Tickets Sold Separately for below sponsor levels.



NAPKIN SPONSOR | \$1,000

- Your Logo and/or name recognition on cocktail napkins.



PROGRAM SPONSOR | \$1,000

- Provides printed programs for the event, and your logo will be featured with a special thank you on the back cover.

GALA TICKETS | \$300

- Guests will enjoy small bites, silent auction and live music, followed by seated dinner, dessert and live auction emceed by Clint Bell. Hosted beer, wine and Shelter to Soldier Specialty Cocktails will be offered with your event ticket, while house cocktails and other libations available at cash bar. All guests will receive an event swag bag before departure in thanks for joining us at our largest annual fundraising event!

UNDERWRITE A VETERAN AND SERVICE DOG

Luminescence \$1000	Brilliant \$750	Shining \$500
Sponsor one veteran and service dog team and a guest to attend the Gala	Sponsor one veteran and service dog team and a guest to attend the Gala	Sponsor one veteran and service dog team and a guest to attend the Gala
Logo and/or name recognition on event slideshow	Logo and/or name recognition on event slideshow	Logo and/or name recognition on event slideshow
Shelter to Soldier Newsletter and Social Media recognition	Logo and/or name recognition in event program	
Logo and/or name recognition in event program		

**Guest event tickets sold separately.*

Thank You

Thank you for your support of Shelter to Soldier
through the **Be the Light Charity Gala**.
We are thrilled to have your participation in this event.

Your contribution is supporting our dedication to **“Saving Lives, Two at a Time™.”**

Other ways you can support Be the Light: Shelter to Soldier Charity Gala
Cash and in-kind donations (see needed items list on website)
Opportunity Drawing, Live, and Silent Auction donations

CONTACT INFORMATION

Kyrié Bloem

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COMMITTEE MEMBERS

Graham Bloem
Cofounder, President,
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Kyrié Bloem, MS
Vice President,
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Adelle Danson
Co-Chair
Local Media San Diego

Amy Galusha
Co-Chair
Director of Catering, Sycuan

Brian Lukacz
Co-Chair
Shelter to Soldier Board Member

Mia Park
Co-Chair, Executive Editor / Associate Publisher,
Ranch & Coast Magazine

Eva Stimson
PR Director, Shelter to Soldier

Kristin Krah
Shelter to Soldier Community Engagement

Tommy Moore, USN
Shelter to Soldier Veteran & Community Outreach

Maxine Chapman
Volunteer

Katherine Chih,
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Lisa Johnson
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Lynne Ramsey
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