

Sponsors Package

# Be Light

THE

CHARITY GALA



L'Auberge Del Mar  
Friday, August 18, 2023  
5:00-9:00 PM



**SUBARU**

Presented By

# Shelter to Soldier

## RECIPIENT

Todd and Jack  
were Sponsored by

# COX

THROUGH THE

9<sup>th</sup> Annual Gala  
Presenting Sponsorship



"I signed the paperwork to enlist just months prior to the 9/11 attacks on New York. I left for Bootcamp a month after graduating High School in June of 2002. I would ship out to Kuwait just weeks after finishing my training. My job was with MWSS-373 — Marine Wing Support Squadron out of Miramar, CA as a Combat Engineer. We provided Utility services for forward operating positions all throughout Iraq. I was directly involved with water supply convoys for drinking and hygiene, along with electricity, and air conditioning for mission critical equipment.

In the months leading up to the pandemic of 2020 I started to show signs to my family and friends that I was struggling with PTSD, anxiety and depression. Due to my PTSD, I went through a traumatic episode which resulted in a hospital stay at the VA Hospital. Following my breakdown, I fell into a 2-year depression with hypertension and so much anxiety that I didn't leave my home for a few years. After my hospitalization my wife started researching different programs and organizations in order to find me some help. She stumbled by luck upon the STS website and immediately knew this was the path she needed to follow.

Getting a service dog dedicated to my specific needs has completely turned my life around. When my wife and I drove up to Oceanside to interview for the program, it was the first time I had traveled more than a few miles from home. I was always afraid to leave my home and do the things I once loved. Public outings were nerve-wracking for me and STS helped pull me out of the hole I had found myself in. I was willing to push my anxiety aside for my weekly trip to STS because I knew I would see **Jack**.

Now I have a battle buddy and a comrade watching my "6" at all times. **Jack** has given me a reason to step out of my comfort zone and return to society. I look forward to our outings and adventures together. He's given me the confidence to live my life again and not be afraid that someone won't be there for me when I am all alone.

We go out on adventures. My family and I have gone on outings to crowded places that I would have refused to go to previously. My family has noticed a change in my personality, I am happier and want to be more involved. **Jack** is adjusting perfectly into our family life as well. He loves the kids and they share that same sentiment. **Jack** and our older dog, Tex, are creating a bond of their own and can be caught sleeping next to each other and if you are lucky enough, you might even catch the occasional nose nuzzle. I look forward to what the rest of this journey will bring with my new battle buddy.

**Shelter to Soldier and Jack have made an undeniable impact on my life and my family's and we are forever grateful!**

— Todd Childs, USMC



# Shelter to Soldier

Saving 2 at a  
Lives 2 Time

AN AVERAGE OF 17 VETERANS AND  
1 ACTIVE DUTY MILITARY PERSONNEL  
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.



*Allison Shammell Pet Photography*

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.



*Monica Hoover Photography*



Thank You

# Sponsorship



**SUBARU**

**Presenting Sponsor | \$50,000**

Maximum of one sponsor at this level.

**SOLD  
OUT**

## 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 2024 (maximum 4 entries).

## BRAND RECOGNITION

- Includes Red Star Sponsorship (\$18K Value) of a dog adoption and subsequent service dog placement through the Shelter to Soldier program. Sponsor will receive exclusive Red Star Sponsor badge icon for charitable marketing purposes.
- 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

- Sponsor will work closely with our publicist, 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, and email blast to Shelter to Soldier newsletter.
- 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 5 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 2023 Impact Report
  - Option to visit Shelter to Soldier training facility for a lunch-and-learn or meet-and-greet opportunity with staff and dogs in training
- Additional press release for your sponsored dog/veteran match with our publicist
- 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.



**SUBARU**



# 2022 Highlights

## Subaru & 100.7 BIG FM Committed to Saving Lives in 2022



Thanks to the collaboration of Subaru, USA and 100.7 BIG FM in 2022 through the Dog Tales on the Road campaign, they raised over \$30,000 to advance Shelter to Soldier's mission of adopting dogs and serving veterans with invisible wounds. In addition to lifesaving funds, this campaign helped to raise awareness for homeless dogs in need, as well as cast a broader reach of support messaging to veterans throughout Southern California.

As they Share the Love, Subaru has pledged even greater impact this year, in part through their presenting sponsorship of the 11th Annual Be the Light Gala, as they continue their commitment to rescue dogs in search of a greater purpose, and our nation's veterans in their quest for companionship and recovery.

Thank You

# Sponsorship



Platinum Sponsor | \$35,000

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 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 2024 (maximum 4 entries).

## BRAND RECOGNITION

- 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

- 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, and email blast to Shelter to Soldier newsletter.
- 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

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

# Sponsorship

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## Gold Sponsor | \$15,000

Maximum of two sponsors at this level.

### HOSPITALITY

- Two tables of eight (16) 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 2024 (maximum 2 entries).

### BRAND RECOGNITION

- Your corporate logo and/or name will be featured on:
  - Shelter to Soldier website on event page
  - Event Step and Repeat Banner
  - 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

Thank You  
**UNITE**<sup>®</sup>

**Silver Sponsor | \$10,000**

Maximum of three sponsors at this level.

## HOSPITALITY

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

## 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

Thank You  






**Bronze Sponsor | \$5,000**

Maximum of five sponsors at this level.

## 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

Thank You



**BILL HOWE**  
FAMILY OF COMPANIES



**Ray of Light | \$2,500**

Maximum of ten sponsors at this level.

## 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

Radio

Magazine

TV/PSA



**RANCH & COAST**  
MAGAZINE



## Table Sponsor

### ONE TABLE OF EIGHT PURCHASE | FROM \$3,000

- Gala Swag Bags for each guest in all sections
- Tables in Section 1 (nearest stage): \$3,600
- Tables in Section 2 (middle of event space): \$3,300
- Tables in Section 3 (rear of the event space): \$3,000

# Sponsorship

## Be the Light Sponsors

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

*Thank You*

Jack & Nanci  
Simkin

*Beverage sponsors needed for specialty cocktails in addition to sponsors needed for wine and beer product donations*

- 2 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 in-kind sponsors of product.
- Social Media inclusion - minimum of 2 Instagram and Facebook stories and general event post

### AUTO SHOWCASE SPONSOR | \$3,500

**SOLD  
OUT**



- 2 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

- 2 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

### VOLUNTEER SPONSOR | \$2500 | QTY. UNLIMITED

- Includes 2 tickets to the event
- Sponsors food and beverage for our team of volunteers who help to execute the event the week of the Gala. Also funds vehicle rental for load-in and load-out of Gala materials.

# Sponsorship

**Guest Tickets Sold Separately  
for below sponsor levels.**

## NAPKIN SPONSOR | \$2,000

**SOLD  
OUT**



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

## PROGRAM SPONSOR | \$2,000

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

## RADIANCE SPONSOR | \$1,000 | QTY. MAX: 10

- Your sponsorship will help to light up the outdoor event space in exciting detail in celebration of the 11th Anniversary Be the Light Gala. Your logo will be placed in a frame featuring a Shelter to Soldier success story in the beautiful event area as well as on a shared Radiant Sponsors sign.
- Social Media inclusion - minimum of 2 Instagram and Facebook stories and general event post.

## GALA TICKETS | \$400

Guests will enjoy ocean views of the Pacific at the gorgeous L'Auberge Terrace, 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   \$1,200	Brilliant   \$1,000	Shining   \$800
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:

Cash and in-kind donations: [shelertosoldier.org](http://shelertosoldier.org)

Monetary Contributions (mail to): Shelter to Soldier, 2366 Front St. San Diego, CA 92101

Auction Donations (Mail to): 24413 Rutherford Rd. Ramona, CA 92065

## CONTACT INFORMATION

For sponsorship or raffle donations please email [heather@shelertosoldier.org](mailto:heather@shelertosoldier.org) or call 760-870-5338 ext 307  
Tax ID: 46-0906020



## COMMITTEE MEMBERS

Graham Bloem  
Cofounder, President, Shelter to Soldier  
Kyrié Bloem, MS  
Cofounder, Vice President, Shelter to Soldier  
Kristin Krahl,  
Shelter to Soldier Volunteer  
Juanita Marcus  
Shelter to Soldier Volunteer  
Jessica Martino,  
SITE SoCal, Shelter to Soldier Volunteer

Mia Park  
Co-Chair, Executive Editor / Associate Publisher,  
Ranch & Coast Magazine  
Madison Peterson  
Shelter to Soldier Volunteer  
Heather Steves  
Development Assistant, Shelter to Soldier

FEATURING OUR  
2023 LOCATION

*L'Anberge*  
DEL MAR

