



2023 Haute with Heart Sponsorship & Underwriting Opportunities

St. Madeleine Sophie's Center
2119 E. Madison Avenue
El Cajon, CA 92019

Contact:
Events
(619) 442-5129, ext. 115 or 121
events@stmsc.org

Welcome! Thank you for considering a sponsorship in connection with our annual fundraising events. Since 1966, St. Madeleine's has been providing its specialized Life Program for adults with intellectual and developmental disabilities, and today serves over 400 adults. It is our mission at SMSC to "educate and empower individuals with intellectual and developmental disabilities to realize their full potential."



45th Haute with Heart Fashion Show
**Benefiting Adults with Intellectual
& Developmental Disabilities**

When: Saturday, August 19th, 2023
(10:00 am – 2:00 pm)

Where: Hilton San Diego Bayfront, One Park Blvd, San Diego, CA 92101

Activities: This year will mark the 45th anniversary of our St. Madeleine Sophie’s Center’s *Haute with Heart* fashion show event. *Haute with Heart* – one of SMSC’s signature events - features a fashion show, special up-lifting performances by our students, delicious luncheon at the beautiful Hilton San Diego Bayfront, live auction, silent auction, opportunity drawing, and fabulous boutique shopping.

Attendance: 600-700

Demographics: Primarily SMSC supporters and donors (many high net-worth individuals), many high-profile San Diegans from across the county, and representation by government and community organizations. SMSC purchases mailing lists for a direct marketing campaign that targets our primary demographic, individuals that have the capacity to give.

Why Sponsor the Haute with Heart Fashion Show? Sponsoring this year’s Fashion Show will provide your business or organization marketing exposure to over 600 that will be present at the event in addition to the 10,000+ that will be marketed to via direct mailing, community advertising and social media. Most importantly, **you will be marketing your business to a diverse audience while giving back to your community** – *specifically adults with intellectual & developmental disabilities* attending St. Madeleine Sophie’s Center.

PROGRAM ADVERTISEMENT RATES

Print Run: 600 +

Due Friday, June 30th, 2023

***All full-page paid ads come with two VIP tickets**

Location in Program	Dimensions (in inches)	Cost
Back Cover	8.5" wide x 11" high (with .25 bleed)	\$3,000
Inside back cover (color)	8.5" wide x 11" high (with .25 bleed)	\$2,000
Inside front cover (color)	8.5" wide x 11" high (with .25 bleed)	\$2,000
Full- Page*	7.75" wide x 10.25" high	\$800*
Half-Page	7.75" wide x 4.88" high	\$500
Quarter-Page	3.75" wide x 4.88" high	\$300
Business Card	3.75 wide x 2.25" high	\$175

45th Haute with Heart Fashion Show

Saturday, August 19, 2023

10:00 am – 2:00 pm

Sponsorship Opportunities & Benefits

\$25,000 Presenting Sponsor: Mansour Group

- Your name & logo listed as “Presenting Sponsor” in all press materials, invitations & event signs (Purchased/Direct Mail)
- Prominent website & social media exposure including featured article in St. Madeleine Sophie’s Center digital newsletter
- Invitation to all in-person media promotions
- Recognition on stage at the event
- Back cover, full-color ad in the event program
- Twenty (20) VIP tickets with valet parking & runway seating

\$10,000 – Fashion Icon Sponsor

- Your name & logo in all press materials & event signs (Purchased/Direct Mail)
- Exclusive mention in 20+ community event calendars
- Full page, black & white ad in event program
- Ten (10) VIP tickets with valet parking & runway seating

\$5,000 – Fashionista Sponsor

- Your name & logo in all press materials & event signs (Purchased/Direct Mail)
- Exclusive mention in 20+ community event calendars
- Full page, black & white ad in event program
- Ten (10) Tickets

\$2,500 – Vogue Sponsor

- Logo on website, social media, event signage (Purchased/Direct Mail)
- Half page, black & white ad in event program
- Five (5) Tickets

SPONSOR AGREEMENT FORM

Yes! I/We would like to support St. Madeleine Sophie's Center's 2023 Haute with Heart Fashion Show:

Type of Support: Sponsor Program Advertiser

Level of Support:

(e.g. Presenting Sponsor, Full Page Ad, etc.)

Company Name: _____ Contact Name: _____

Phone Number: _____ E-Mail: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Credit Card #: _____ CVC: _____ Expiration Date: _____

Credit Card Type: Amex Discover MasterCard Visa

Name on Card: _____ Total Amount Due: \$ _____

Authorized Signature: _____ Date: _____

Check enclosed (Please make check payable to St. Madeleine Sophie's Center)

Check# _____ Please return complete form with payment to:

St. Madeleine Sophie's Center
Events Department
2119 E. Madison Avenue, El Cajon, CA 92019

Tel: (619) 442-5129 ext. 115 or 121 Fax: (619) 442-9651 www.stmsc.org
Email: events@stmsc.org

St. Madeleine Sophie's Center is a 501(c)3 non-profit organization.
Your donation is tax deductible to the fullest extent of the law. Our tax ID number is 95-1957332.

**Please provide advertisement copy, electronic or camera-ready art, in 300 dpi or better.
All logos should be Adobe Illustrator eps files.**

Underwriting Opportunities



You can make a difference in the lives of over 400 adults with intellectual and developmental disabilities!

We are looking for underwriters to support certain costs associated with our ***Haute with Heart*** event.

Please consider supporting our students by underwriting one or more of the following expenses:

#	<u>Item to be Underwritten</u>	<u>Cost</u>	<u># of Underwriters Needed</u>	<u>Total Needed</u>
1	Event Entertainment	\$150.00	40	\$ 6,000.00
2	Lunch for volunteers and staff	\$ 40.00	60	\$ 2,400.00
3	Event Security	\$ 100.00	12	\$ 1,200.00
4	Two Photographers (Step n' Repeat & Candid)	\$ 250.00	6	\$ 1,500.00
5	Auctioneer	\$ 250.00	8	\$ 2,000.00
6	Jasmine Creek Florist centerpieces & bouquets	\$ 250.00	20	\$ 5,000.00
7	Champagne Reception (Corkage Fees)	\$ 500.00	5	\$ 2,500.00

Complete below with your check or credit card information to support SMSC students:

Name: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Underwriting Item #: _____ How many: _____

Credit Card Type (circle one): Visa MC AMEX DISCOVER Total Amount to be charged: \$ _____

Credit Card #: _____ CVC Code: _____ Expiration Date: _____

Signature: _____ Date: _____

Contact Events by email: events@stmisc.org or call 619-442-5129 ext. 115 or 121

*If commitment is made by **June 30**, you will be recognized in our event program!
Our event program is distributed to 600+ attendees on the day of the event.
Thank you for your support!*

**St. Madeleine Sophie's Center
In-Kind Donation Form**

Would you be willing to donate either a silent auction basket or items to be used in a basket? Appropriate items include gift cards, complimentary meals, unique experiences, and more!

Description of In-kind Donation

Value of Donated Item _____

Item Restrictions and Expiration Date: _____

Contact Information:

Company Name: _____

Contact Name: _____

Address: _____

City, State Zip: _____

Telephone: _____

E-Mail: _____

Please return complete form with in-kind donation to OR contact for pick-up:

St. Madeleine Sophie's Center
Events and Development
2119 E. Madison Avenue, El Cajon, CA 92019
Tel: (619) 442-5129 x115 or 121 Fax: (619) 442-9651 www.stmsc.org
Email: events@stmsc.org

St. Madeleine Sophie's Center is a 501(c)3 non-profit organization.
Your donation is tax deductible to the fullest extent of the law. Our tax ID number is 95-1957332.