



17TH ANNUAL

Golden Heart Awards

Thursday, November 9, 2017 | 6-9 p.m.
The Beverly Wilshire Hotel

2017 Honorees



Ali & Anousheh Razi
Philanthropists &
Community Leaders



Union Bank
Corporate Community Leader



Joe Bonamassa
Blues Rock Guitarist &
Los Angeles Native

About The Midnight Mission's Golden Heart Awards

The Midnight Mission presents awards annually to individuals and organizations that have demonstrated a compassion for those in our community who are less fortunate. The Gala is attended by 500-750 leaders in business, entertainment and government from throughout the region. Guests enjoy a moving program with testimony from The Midnight Mission's program participants, alumni and honorees, plus entertainment and an excellent silent auction. Past honorees include Tim Allen, Wallis Annenberg, Carrie Fisher, Sir Anthony Hopkins, Chuck Lorre, Tom Petty, Richie Sambora, Dick and Arlene Van Dyke and many more. This year's Gala will be a glamorous and memorable evening as we proudly recognize Ali & Anousheh Razi, Joe Bonamassa and Union Bank.

Your sponsorship of the Golden Heart Awards will directly support The Midnight Mission's life-changing and life-saving programs for homeless individuals and families. Sponsors will be recognized as strong community partners to tens of thousands of Southern Californians via event promotional materials and other external communications, social media and various press outlets, highlighting your community citizenship to a wide audience of consumers, businesses, and local and regional government. We hope you will join us as we work to combat the growing homelessness crisis in Southern California.



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Sponsorship Opportunities & Benefits

Diamond Sponsorship - \$25,000+

Two Diamond Tables of 10
Meet and greet with headliner celebrities for four guests
Diamond Sponsor acknowledgement on all event materials
One full-page ad in Diamond section of the Tribute Journal
Logo placement on all event printed materials and e-blasts
Logo and hyperlink on event web page

Platinum Sponsorship - \$15,000

One Platinum Table of 10
Meet and greet with headliner celebrities for four guests
Platinum Sponsor acknowledgement on all event materials
One full-page ad in Platinum section of the Tribute Journal
Logo placement on all event printed materials and e-blasts
Logo and hyperlink on event web page

Gold Sponsorship - \$10,000

One Gold Table of 10
Gold Sponsor acknowledgement on all event materials
One full-page ad in Gold Section of the Tribute Journal
Logo placement on all event printed materials and e-blasts
Logo and hyperlink on event web page

Silver Sponsorship - \$5,000

One Silver Table of 10
Silver Sponsor acknowledgement on select event materials
One half-page ad in Silver Section of the Tribute Journal

All sponsorships of \$5,000+ include:

Recognition on event web page
Social media recognition before and after the event
Name recognition on promotional banner at the event
Recognition in The Midnight Mission's newsletter (Circulation of 15,000)

Tables, Tickets & Ads

Table of 10 - \$3,000
Individual Ticket - \$350
Full-Page Tribute Journal Ad - \$1,000
Half-Page Tribute Journal Ad - \$500



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Sponsorship Form

Sponsorships of The Midnight Mission's Golden Heart Awards are tax deductible less fair market value (\$75 per event attendee). To reserve your sponsorship, fill out the form below and mail or fax to The Midnight Mission or email it to Suzanne Phillips at sphillips@midnightmission.org. You can also pay online at www.midnightmission.org/gala. Please contact Suzanne Phillips at (213) 624-4106 phone with any questions.

I wish to support The Midnight Mission's Golden Heart Awards Gala as follows:

- | | |
|--|--|
| <input type="checkbox"/> Diamond Sponsorship (\$25,000) | <input type="checkbox"/> Full-Page Ad (\$1,000) |
| <input type="checkbox"/> Platinum Sponsorship (\$15,000) | <input type="checkbox"/> Half-Page Ad (\$500) |
| <input type="checkbox"/> Gold Sponsorship (\$10,000) | <input type="checkbox"/> Individual Seat (\$350) |
| <input type="checkbox"/> Silver Sponsorship (\$5,000) | <input type="checkbox"/> Donation |
| <input type="checkbox"/> Table for 10 (\$3,000) | |

Contact Information

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Payment Method

TOTAL: \$ _____ CREDIT CARD CHECK IN THE MAIL

Name on card _____

Card number _____

Exp Date _____ Sec. Code _____ Billing zip _____