



20th Annual

Golden Heart Awards

Friday, October 7, 2022 | 6:00 - 9:00 pm | The Beverly Wilshire Hotel



2022 Golden Heart Honorees



SoCalGas
Corporate
Community Leader



Marco Tachiquin
Volunteer Leader and
Supporter

About The Midnight Mission's Golden Heart Awards

The Midnight Mission presents our Golden Heart Awards annually to individuals and organizations that have demonstrated a compassion for those in our community who are less fortunate. Our 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 Smokey Robinson, Tim Allen, Wallis Annenberg, Carrie Fisher, Sir Anthony Hopkins, Chuck Lorre, Tom Petty, Richie Sambora, Dick and Arlene Van Dyke, and many more.

Your sponsorship of the Golden Heart Awards will directly support The Midnight Mission's life-saving and life-changing 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. Your community citizenship will be highlighted to a broad 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.



20th Annual

Golden Heart Awards

Friday, October 7, 2022 | 6:00 - 9:00 pm | The Beverly Wilshire Hotel



Sponsorship Opportunities & Benefits

- Presenting Sponsor \$100,000**
 - ♥ Three VIP Gala Tables for 8
 - ♥ Premier signage and visibility at the Gala
 - ♥ Recognition during evening remarks
 - ♥ Premier Sponsor recognition on all event materials and media advertising
 - ♥ 15-second commercial highlighting the sponsor during the program
 - ♥ Passed drink or appetizer named after sponsor
 - ♥ Opportunity to provide marketing materials/giveaways at the Gala
 - ♥ Digital display of company logo incorporated into a/v production onsite
 - ♥ (2) Full-page Spread in the evening's Tribute Journal.
- Titanium Sponsor \$50,000**
 - ♥ Two VIP Gala Tables for 8
 - ♥ Premier signage and visibility at the Gala
 - ♥ Titanium Sponsor recognition on all event materials and media advertising
 - ♥ Display table to advertise company in auction area
 - ♥ Opportunity to provide marketing materials/giveaways at the Gala
 - ♥ Titanium signage and visibility at Gala
 - ♥ Full-page Ad in the Titanium section of the evening's Tribute Journal
- Platinum Sponsorship \$15,000**
 - ♥ One VIP Table for 8
 - ♥ Platinum Sponsor recognition on all event materials and media advertising
 - ♥ Full-page Ad in Platinum section of the evening's Tribute Journal
- Gold Sponsorship \$10,000**
 - ♥ One Gold Table for 8
 - ♥ Gold Sponsor recognition on all event materials and media advertising
 - ♥ Full-page Ad in Gold section of the evening's Tribute Journal
- Diamond Sponsorship \$25,000**
 - ♥ Two VIP Gala Tables for 8
 - ♥ Diamond Sponsor recognition on all event materials and media advertising
 - ♥ Full-page Ad in Diamond section of the evening's Tribute Journal
 - ♥ Diamond signage and visibility at the Gala.
- Silver Sponsorship \$7,500**
 - ♥ One Silver Table for 8
 - ♥ Silver Sponsor recognition on all event materials and media advertising
 - ♥ Full-page Ad in Silver section of the evening's Tribute Journal

Tables, Tickets & Ads

- _____ Table(s) for 8 - **\$3,500**
- _____ Individual Ticket(s) - **\$475**
- Full-page Tribute Journal Ad - **\$1,250**
- Half-page Tribute Journal Ad - **\$750**
- I can't attend but would like to donate \$ _____**

Contact Information

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Total: \$ _____ Credit Card Check in the mail

Name on Card _____ Card Number _____

Exp. Date _____ Sec. Code _____ Billing Zip _____

Signature _____

All sponsorships of \$10,000+ include:

- ♥ Recognition on event web page
- ♥ Social media recognition before and after the event
- ♥ Logo placement on all event printed materials and e-blasts
- ♥ Name recognition on promotional banner at the event
- ♥ Recognition in The Midnight Mission's E Newsletter (circulation of 35,000)

To secure your sponsorship, please contact Hidemi Kurokawa, hkurokawa@midnightmission.org or 213-553-2329 or mail this form with your payment to The Midnight Mission 601 South San Pedro Street | Los Angeles | CA 90014