



**The
Priority
Center**

Ending the Generational
Cycle of Trauma

26th Annual Gala

Sponsorship Packet

www.theprioritycenter.org/



ABOUT THE PRIORITY CENTER



The Priority Center's unique programs address the specific needs of the families we serve to ensure that children live in violence-free homes. Unfortunately, the past few years have been some of the most challenging for families in Orange County. Currently, 92% of our clients come from low-income families. Economic pressures continue to strain our clients' abilities to meet even basic needs. The Priority Center continues to be a beacon of hope for Orange County's most vulnerable families, who often feel voiceless.

Our eight life-changing programs are provided at no cost and help individuals and families navigate social isolation, poverty, depression, lack of resources, suicidal ideation and loss of hope. This past year, The Priority Center's compassionate staff provided support to more than 8,400 clients, but there are still many more individuals who need our help.

OUR IMPACT

MORE THAN 8,400 CHILDREN AND FAMILIES SERVED



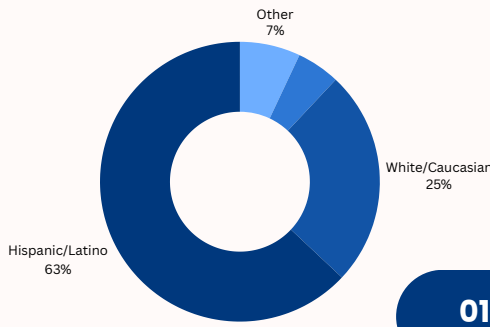
472 individuals were served through our Adults In-Home Crisis Program, totaling over 3,190 face-to-face visits. Out of those served, 443 were discharged from our program successfully.



526 individuals were served through our Children's In-Home Crisis program, totaling over 5,222 face-to-face visits. Out of those served, 416 were discharged from our program successfully.



ETHNICITY SERVED





ABOUT OUR 26TH ANNUAL GALA

For over four decades, The Priority Center has been a pillar of hope, providing support and care to those in their darkest moments, including at-risk children, families facing hardship, and adults in crisis. Our mission is to deliver life-changing programs to assist people in crisis by giving them the tools and support necessary to end the generational cycle of trauma and abuse. On April 5, 2025, The Priority Center will be hosting our 26th Annual Gala at The Waterfront Beach Resort for an unforgettable night of celebration and a time of recognizing those who do so much for our community. It will also be a time for those dedicated to ending the generational cycle of trauma and abuse to give even more to the children and families who depend on The Priority Center's vital services. This one-of-a-kind event will feature entertainment, a silent and live auction, delicious food and much more!

Date

Saturday, April 5, 2024
5:00PM-11:00PM

Location

The Waterfront Beach Resort
Breakwater Ballroom
21100 Pacific Coast Hwy
Huntington Beach, CA 92648

Projected Attendees


















350
**Space Limited*

Suggested Attire

Attire determined by theme!



SPONSORSHIP OPPORTUNITIES

26TH ANNUAL GALA	Diamond Sponsor \$25,000	Ruby Sponsor \$15,000	Emerald Sponsor \$10,000	Sapphire Sponsor \$7,500	Turquoise Sponsor \$5,000	Copper Sponsor \$2,000
The Impact of Your Contribution	Can provide two months of operational cost for our Connected Care Program, which provides services for clients exiting our crisis programs.	Can provide life-changing Parent Education Training for three months to 45 families.	Can provide two one-hour in-home mental health visits for nearly 140 at-risk families in one of our crisis programs.	Can provide 30 children with developmental screenings to determine if they have a delay or disability.	Can provide two caseworkers with a computer with all required technology to complete their work out in the field.	Can provide diapers and wipes for a baby for the first two years of life.
Title Sponsor Recognized as Presenting Sponsor on all event material						
Invitation Prominent logo placement on e-invite to 6,500 individuals <i>Deadline: November 1st</i>						
Media Included in event pre and post press release, including recognition in OCBJ						
Social Media Name/ logo recognition on The Priority Center's social media accounts						
Donor Wall Name on The Priority Center's donor wall						
Name/ Logo Recognition Name/ Logo with link on event webpage and placement on all day of marketing materials <i>Deadline: March 14th</i>						
VIP Experience	VIP Experience for Table Host: Complimentary Valet with first car out of valet at the conclusion of event	VIP Experience for Table Host: Second car out of valet at the conclusion of event				
Program Advertisement <i>Deadline: March 14th</i>	Full Page 4.5" W x 7" H	Full Page 4.5" W x 7" H	Full Page 4.5" W x 7" H	Full Page 4.5" W x 7" H	Half Page 4.5" W x 3.5" H	Half Page 4.5" W x 3.5" H
Complimentary Event Tickets <i>Guest List Due: March 25th</i>	Two (2) tables of ten (10) with premium seating	One (1) table of ten (10) with premium seating	One (1) table of ten (10)	One (1) table of ten (10)	One (1) table of ten (10)	Two (2) seats with premium seating

UNDERWRITING OPPORTUNITIES

<p>Food & Beverages Recognition: Name or logo posted on day of signage, logo on beverage napkins at bar, full page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$50,000
<p>Audio Visual Recognition: Name or logo posted on day of signage - including podium sign, full page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$13,000
<p>Entertainment Recognition: Name or logo posted on day of signage, recognition by band before and after each performance, half page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$10,000
<p>Auction Recognition: Name or logo posted on day of signage, recognition by the Auctioneer, full page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$8,500
<p>Guest Gift Recognition: Name or logo posted on day of signage, full page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$7,500
<p>Photography & Video Recognition: Name or logo posted on day of signage, full page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$7,000
<p>Printing & Postage Recognition: Name or logo posted on day of signage, full page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$6,000
<p>Marketing & PR Recognition: Name or logo posted on day of signage, half page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$5,000
<p>Decor Recognition: Name or logo posted on day of signage, half page ad in program, recognition on The Priority Center Donor Wall, and logo on our Website.</p>	\$5,000
<p>Valet Recognition: Name or logo posted on day of signage - including special signage at valet, half page ad in program, and logo recognition on event Website</p>	\$3,000
<p>Centerpieces Recognition: Name or logo posted on day of signage, half page ad in program, and logo recognition on event Website.</p>	\$3,000
<p>Volunteer Meals Recognition: Name or logo posted on day of signage, logo recognition in program, and event Website.</p>	\$1,000

All underwriting opportunities can be tailored to your specific marketing needs, please contact Breanna Fernandez, Director of Special Events to learn more at 949-338-7970 or BFernandez@theprioritycenter.org

To learn more visit www.theprioritycenter.org.



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26TH ANNUAL GALA

2024 Sponsorship Form

Thank you for supporting The Priority Center's 26th Annual Gala! By becoming a sponsor, you are entitled to receive the benefits outlined in the Sponsorship Opportunities. Net proceeds benefit The Priority Center's life-changing programs we deliver to Orange County's most vulnerable children and families. Donation can also be made online at www.theprioritycenter.org/

Please Check Your Financial Support:

- | | | |
|--|--|---|
| <input type="checkbox"/> \$25,000 - Diamond Sponsor | <input type="checkbox"/> \$15,000 - Ruby Sponsor | <input type="checkbox"/> \$10,000 - Emerald Sponsor |
| <input type="checkbox"/> \$7,500 - Sapphire Sponsor | <input type="checkbox"/> \$5,000 - Turquoise Sponsor | <input type="checkbox"/> \$2,000 - Copper Sponsor |
| <input type="checkbox"/> Other/Underwriting - \$ _____ | | |

Donor Name _____

Name to be Recognized for Event Purposes - company, organization, group/club, family name)

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ - _____

Email _____

My support is: Corporate Personal Donation Amount: \$ _____

Please Bill My: Visa MasterCard American Express I Will Cover the CC
 Discover ACH Check Enclosed Transaction Fee: Yes No

Card Number _____

EXP _____ / _____ CVV _____

Name on Card _____

Signature _____ Date _____

Please kindly submit by

March 14, 2025

to allow for program
production time

Contributions benefit The Priority Center, a not-for-profit, tax-exempt organization (Tax ID #33-0013237).

Please complete this form and return to:

The Priority Center
Attn: Breanna Fernandez
1940 E Deere Ave, Suite 100, Santa Ana, CA 92705
Questions? Contact Breanna Fernandez at
bfernandez@theprioritycenter.org or cell number 949-338-7970

THANK YOU
FOR YOUR *Support*



The Priority Center

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1940 E Deere Ave, Suite 100

Santa Ana, CA 92705

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