

Ad and Sponsorship Toolkit

NEW VENUE!



Hands & Hearts

La Posada Providencia's 6th Annual Brunch and Auction!

**Saturday, February 6, 2016
La Sierra Event Center**

3742 US-77, Harlingen, TX 78550

www.lppshelter.org/events

Join us!

Celebrate La Posada's 6th Annual Brunch and Auction fundraiser!

La Posada Providencia, a shelter for indigent immigrants, asylees and asylum seekers, will host its 6th annual Hands & Hearts fundraiser at La Sierra Event Center, in Harlingen on Saturday, February 6, 2016 from 9:00 a.m. to 12:00 p.m. All proceeds will benefit the shelter programs for homeless men, women and families served by La Posada.

In addition to a brunch, the event includes a popular auction and other fun opportunities that allow guests to shop and win prizes.

Doors Open 8:30 a.m.

Event 9 a.m. – 12 p.m.

Brunch 10 a.m. – 10:45 a.m.

Tickets are **\$40** in advance; **\$45** at the door

Purchase your tickets, become a sponsor or place an ad in our program book by contacting Alma Rock at 956-399-3826 or arock@lppshelter.org

Purchase your tickets online at: www.lppshelter.org/events

Mission Statement

La Posada Providencia, founded and sponsored by the Sisters of Divine Providence, is a ministry for people in crisis from around the world, who are seeking legal refuge in this country. The shelter staff provides a safe and welcoming home, mentors to promote self-sufficiency and cultural integration, and imparts values which witness God's Providence in our world.

Hands & Hearts

2015 sponsorship opportunities

You can help welcome the stranger by becoming a sponsor and publicizing your business.
By so doing, you underscore your values and help create a stronger community for us all.

Ambassador - \$5,000

- Special table signage on your table and 10 brunch tickets (\$400 value)
- Acknowledgement in Program Director's welcome letter, first page of program book
- Full-page ad and separate sponsor listing in brunch program book (\$125 value)

Collaborator - \$2,500

- Special table signage on your table and 10 brunch tickets (\$400 value)
- Full-page ad and separate sponsor listing in brunch program book (\$125 value)

Auction Table - \$1,000

- Five brunch tickets (\$200 value)
- Half-page ad and separate sponsor page listing in brunch program book (\$70 value)
- Auction table signage

Mentor- \$500

- Five brunch tickets (\$200 value)
- Sponsor page listing in program book

Patron- \$250

- Sponsor page listing in program book

All sponsorship levels include:

- Listing with logo on La Posada's website, Twitter and Facebook page
 - Listing with logo on Power Point presentation at brunch
 - Listing with logo on the sponsor board to be displayed at brunch
- Listing with logo on La Posada's weekly e-newsletter, which is sent to approximately 1,500 of our supporters in TX and throughout the U.S.
 - Acknowledgement from podium



Welcoming the stranger, Making a difference

If you're interested in learning more about our Board of Directors or joining one of La Posada's committees, please call La Posada at 956-399-3826

2015 Opportunities for Ads in Program Book

By placing an ad in the Hands & Hearts program book, you will be helping people who have suffered greatly in the pursuit of freedom and will also get your company's name in front of a receptive audience. We encourage advertisers to use ads for coupons and/or to relay their own La Posada story.

<i>Ad Space</i>	<i>Size</i>	<i>Cost</i>
Outside Back Cover (Color)	7.5"h x 4.5"w	\$275 SOLD
Inside Cover (Front or Back)	7.5"h x 4.5"w	\$175
Center Spread:	Two 7.5"h x 4.5"w pages at center of program	\$230
Full Page:	7.5"h x 4.5"w	\$125
Half Page:	3.5"h x 4.25"w	\$70
Quarter Page:	3.5"h x 2.25"w	\$40
Business Card:	1.75"h x 2.25"w	\$30

-All ads, except for the Outside Back Cover, are in black and white.

-Please provide "camera ready" art or a business card.

-If the ad must be created by us, there is a \$15 charge for layout and set up.

Deadline for ads and sponsorships is Monday, Jan. 25, 2016.

*In our **hearts**, we can imagine our event being successful, but we know it takes many **hands** – many supporters just like you – to make it happen.*

Hands & Hearts

I wish to participate with (check all boxes that apply):

A Sponsorship:

- ☐ **Ambassador - \$5,000**
- ☐ **Collaborator - \$2,500**
- ☐ **Auction Table - \$1,000**
- ☐ **Mentor- \$500**
- ☐ **Patron- \$250**

or

By Placing an Ad:

- ☐ **Inside Front Cover - \$175**
- ☐ **Inside Back Cover - \$175**
- ☐ **Center Spread - \$230**
- ☐ **Full Page - \$125**
- ☐ **Half Page - \$70**
- ☐ **Quarter Page- \$40**
- ☐ **Business Card- \$30**

Total amount enclosed: \$ _____

(Make checks payable to: **La Posada Providencia**)

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact person: _____

Phone: _____ **Email:** _____

- ☐ I am emailing graphic files of our program ad and/or logo to:
crestrepo@lpp-room.org or
- ☐ I am enclosing a "camera ready" copy of our program ad and/or logo

Mail this form with your check to:

La Posada Providencia | 30094 Marydale Road | San Benito, TX 78586 |

For more information Contact Alma Rock at (956) 399-3826 or arock@lppshelter.org

Thank you for your kindness and support!