



Red Shoes
quinceañera



2018 SPONSORSHIP PROPOSAL

Save the Date
Friday, May 4, 2018
Grand Hyatt San Antonio





Red Shoes

quinceañera



In 2002, a frightened and crying four-year-old girl was brought into St. PJ's Emergency Shelter, along with her six year old brother. Due to severe abuse and neglect, they had to be removed from their home. While the case manager was comforting her, she noticed that the little girl was wearing red glittered shoes. When asked, "Where did you get those?" the little girl responded, "My grandma gave me these shoes because someday I am going to go home."

Those little red shoes, our inspiration for our Red Shoe Quinceañera, have served as a reminder that each child dreams of a special, safe place called home. This year is our 15th year of celebrating those little red shoes and St. PJ's will be doing in style at our **Red Shoe Quinceañera on Friday, May 4, 2018.**

"Home" is how abused and neglected children in our community have referred to St. PJ's for over a century. While no longer a long term care facility, St. PJ's reputation in the community has been built upon the incredibly high level of love and care given to each child during their stay, whether it be for a couple weeks or a couple months. As a short term, emergency care facility, St. PJ's is home to San Antonio's children during a very difficult and traumatic time in their young lives. It is our goal that each child who spends the night at St. PJ's knows that they are in a safe and loving environment where they can trust that they will be well taken care of. St. PJ's takes care of hundreds of children each year, and each child that is brought to us is in need of the basic daily necessities that most of us take for granted.

Will you consider helping some of the most vulnerable members of our society in 2018? As a community leader, you can help St. PJ's make a significant difference by providing a Red Shoe Quinceañera sponsorship at the Presenting level: \$25,000, Gold level: \$10,000 Silver level: \$5,000 or Bronze level: \$2,500.

You and your guests will enjoy a cocktail reception, gourmet dinner, silent and live auctions and dancing. Held at the beautiful Grand Hyatt San Antonio, the Red Shoes Quinceañera promises to be a fun-filled and memorable evening.

We hope that you will take this opportunity to help the children of St. PJ's find their own "Red Shoes" and a way to a safe and happy home. Please take a moment to review the enclosed information. Thank you, in advance, for helping to raise money to care for the children at St. PJ's.





Red Shoes *quinceañera*



Sponsorship Benefits & Details

The following opportunities will give your business recognition across The Red Shoe Quinceañera and will put your company's name, logo and link in front of more than 300 participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 300 participants and fathers
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes the wellbeing of children living at St. PJ's Children's Home

Other Sponsorship Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, we would love to work with you on this. Or are you interested in providing support to The Red Shoe Quinceañera event with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with The Red Shoe Quinceañera?

Sponsorship proposal can be customized to meet your business needs by contacting:

Christina Higgs at chiggs@ccaosa.org





SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS	PRESENTING	GOLD	SILVER	BRONZE
VALUE	\$25,000	\$10,000	\$5,000	\$2,500
SPONSORSHIPS AVAILABLE	1	5	10	UNLIMITED
Recognition as presenting sponsor (Red Shoe Quinceañera presented by [your company]) in all Red Shoe Quinceañera communications and materials	✓			
Use of St. PJ's logo and Red Shoe Quinceañera logo for 1 year	✓	✓		

NAME AND LOGO PLACEMENT				
Mailings	Logo	Logo	Logo	Name
Signage at Red Shoes Quinceañera	4	2	1	
Signage on activities				1

PROMOTION				
Event website with link	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓
Media promotion and press releases	✓	✓	✓	
Recognition in e-newsletters	✓	✓	✓	✓

EVENT DAY BENEFITS				
Red Shoe Quinceañera Program ad	Logo	Logo	Logo	Name
Letter from CEO in Shoes Quinceañera Program	✓	✓	✓	✓
Table of Ten	2 tables, Finest location	1 table, Finest location	1 table, Priority location	1 table
Logo listed in slide show during event	✓	✓	✓	✓

YEAR LONG BENEFITS				
Ability to have members on the planning committee	✓	✓		
Invitation to annual sponsor appreciation event	✓	✓	✓	✓



Sponsorship Form

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to: Christina Higgs, St. PJ's Children's Home

Attn: Red Shoes Quinceañera, 919 Mission Road, San Antonio, TX 78210 or chiggs@ccaosa.org
Please don't hesitate to contact with any questions (210) 533-1203

CONTACT INFORMATION

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES

- _____ \$25,000 Presenting Sponsor
- _____ \$10,000 Gold Sponsor
- _____ \$5,000 Silver Sponsor
- _____ \$2,500 Bronze Sponsor
- _____ \$250 Individual Ticket - Quantity _____



THANK YOU FOR SUPPORTING THE CHILDREN OF OUR COMMUNITY!

Once we receive your completed sponsorship form, Red Shoe Quinceañera staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.eps or vector preferred) to chiggs@ccaosa.org

PAYMENT INFORMATION

- _____ Please send me an invoice
- _____ I have enclosed a check made payable to St. PJ's Children's Home
- _____ Please charge my credit card, Card Type: Visa/MC/AmEx/Discover

Card Number

Expiration Date Security Code

Total Sponsorship Commitment

Authorized Sponsor Signature

Date

