



# 18th Annual *Red Shoes Fiesta*

2021 SPONSORSHIP PACKET

Saturday, May 1<sup>st</sup> - Sunday May 9<sup>th</sup>, 2021

***A Virtual Event and Auction***



# 18th Annual Red Shoes Fiesta



## Our Legacy

In 2002, a frightened and crying four-year-old girl was brought to St. Peter - St. Joseph Children's home, an emergency shelter, along with her six-year-old brother, due to severe abuse and neglect. While a case manager was comforting the girl, she noticed the girl was wearing red glittered shoes. When asked, "Where did you get your shoes?" 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 the St. PJ's Red Shoes Fiesta, have served as a reminder that each child dreams of a special, safe place to call home. This is our 18<sup>th</sup> year of celebrating those little red shoes and St. PJ's Children's Home will be doing it in style at our **Red Shoes Fiesta Virtual Event and Auction to be held May 1<sup>st</sup> - May 9<sup>th</sup>, 2021.**

St. PJ's is a short-term emergency shelter, 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 time at St. PJ's knows that they are in a safe and loving environment. St. PJ's takes care of hundreds of children each year, and each child that is brought to us is in need of basic daily necessities that most of us take for granted.

Will you consider helping the most vulnerable children in our community in 2021? As a community leader, you can help St. PJ's make a significant difference by providing a Red Shoes Fiesta sponsorship at the following levels: Mission San José: \$25,000, Mission Concepción: \$10,000, Mission San Juan: \$5,000 or Mission Espada: \$3,000.

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



# Dear Friend of St. PJ's

## **Officers:**

### **Chair**

Christina  
Markell-Balleza

### **Vice Chair**

Briant Harkiewicz

### **Treasurer**

Sam Shannon

### **Secretary**

Whitney Pigg

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Denise Beakey  
Dr. Ann Cross  
J. Antonio Fernandez  
Lauren Geraghty  
Celinda Baez Guerra  
Claude Koontz  
Diane Lewis  
Louie Rodriguez  
Anthony Turrietta  
Guy Young

Since 1891, St. Peter - St. Joseph Children's Home has been a safe haven for children who have been abused and neglected. Today, St. PJ's continues to answer God's call to provide a variety of services on and off campus by helping South Texas children and families break the cycle of abuse and neglect.

The mission of St. PJ's is to be a safe and loving refuge for children in crisis and to accompany them on their journey to healing and wholeness.

On Saturday, May 1<sup>st</sup> - Sunday, May 9<sup>th</sup>, 2021, St. PJ's will host the 18th Annual Red Shoes Fiesta Virtual Event and Auction. I'm writing to ask you to consider a sponsorship for our event.

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. There is no greater need and no greater joy than helping a child!

Thank you for considering our sponsorship proposal. Please contact Ashley Garcia at [agarcia@ccaosa.org](mailto:agarcia@ccaosa.org) for more information.

We look forward to hearing from you!

# kindest Regards.

**Gladys Gonzalez**

Executive Director  
St. Peter - St. Joseph Children's Home





# 18th Annual

# Red Shoes Fiesta



SPONSOR LEVELS	Mission San José	Mission Concepción	Mission San Juan	Mission Espada
VALUE	\$25,000	\$10,000	\$5,000	\$3,000

• Company logo and/or name on all social media and website	✓			
• Recognition banner at St. PJ's for 2021	✓			
• Company logo and/or name on Virtual Event	✓	✓		
• Company logo and/or name on one acknowledgement in Today's Catholic Newspaper	✓	✓		
• Company logo and/or name displayed in marketing materials	✓	✓	✓	✓
• Recognition in e-newsletter	✓	✓	✓	
• Fiesta comes to you: Red Shoes Fiesta catered meal, beverage, dessert, and gift	20	10	8	4
• Invitation to the Archbishop's Holiday Mass & Tree Lighting	4	2		



ST. PJ'S  
CHILDREN'S  
HOME

18th Annual

# Red Shoes Fiesta Sponsorship Form

Please complete this form to confirm your sponsorship level. Completed forms can be returned to Ashley Garcia.

Attn: Ashley Garcia, Catholic Charities  
202 W. French Place, San Antonio, TX 78212  
or [agarcia@ccaosa.org](mailto:agarcia@ccaosa.org)  
Questions? Call (210) 222-1294

## CONTACT INFORMATION

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

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES

\_\_\_\_\_ \$25,000 Mission San José Sponsor

\_\_\_\_\_ \$10,000 Mission Concepción Sponsor

\_\_\_\_\_ \$5,000 Mission San Juan Sponsor

\_\_\_\_\_ \$3,000 Mission Espada Sponsor

## PAYMENT INFORMATION

\_\_\_\_\_ I have enclosed a check made payable to St. PJ's Children's Home, Attn: Event.

\_\_\_\_\_ Please charge my credit card. Card Type: Visa/MC/AmEx/Discover.

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Billing Zip Code

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date