



# RIO CARNIVAL *A Samba Soirée*

Benefitting

Meals on Wheels San Diego County

Sponsorship Opportunities

**APRIL 20, 2024**

[meals-on-wheels.org/event](https://meals-on-wheels.org/event)

# About Meals on Wheels San Diego County



We are dedicated to providing nutritious meals and a lifeline of support to homebound seniors and disabled veterans in San Diego County.

For decades, we have been committed to promoting the well-being and independence of those we serve, ensuring that no one in our community goes hungry or feels isolated.

## OUR MISSION

Our mission is to empower seniors and disabled veterans to remain independent by nourishing their bodies, minds, and spirits.

## OUR SERVICES

### Home-Delivered Meals:

We prepare and deliver delicious, balanced meals directly to the doorsteps of our clients. These meals are not just about nourishment; they are a warm reminder that someone cares about their well-being.

### Wellness Checks:

Our dedicated team members conduct regular wellness checks during meal deliveries to ensure the safety and health of our clients. If there are any concerns, we communicate with their contacts or appropriate authorities.




















### Friendly Visits:

Our volunteers deliver more than just a meal; they also provide essential human interaction. These friendly visits brighten our clients' days, reducing their feelings of loneliness and isolation.

### AniMeals:

Recognizing the positive impact pets have on seniors' well-being, we offer our "AniMeals" program which provides free food and essentials for our clients' furry companions.

# Sponsorship Opportunities

	<b>Philanthropic Foliões</b> <p>Foliões are the happy party-goers who participate in Carnival.</p> <p><b>\$25,000</b></p>	<b>Benevolent Blocos</b> <p>Blocos are groups of individuals who plan percussion-filled street parties during Carnival.</p> <p><b>\$10,000</b></p>	<b>Passionate Passistas</b> <p>Passistas are talented and colorful carnival samba dancers.</p> <p><b>\$5,000</b></p>
Address from podium at event			
Logo on event volunteer t-shirt			
Logo on printed invitations			
Logo on email invitations			
Logo in Spring Newsletter			
Dedicated social media posts	<b>3</b>	<b>2</b>	<b>1</b>
Logo on event page and on website			
Logo in event slideshow			
Logo in event program	Logo on cover and full page color ad	Half page color ad	Quarter page color ad
Tickets to event	Two Tables of 10	One Table of 10	6 Tickets

# Other Opportunities to Support

**Bar Sponsor**



**\$3,000**  
4 Available

**Valet Sponsor**



**\$2,500**  
2 Available

**Entertainment Sponsor**



**\$1,500**  
3 Available

**Wine Sponsor**



**\$750**  
10 Available

**Photography Sponsor**






















**\$500**  
2 Available

**All of the above opportunities will receive the following:**  
 Logo in event program | Logo in event slideshow | Logo on event website  
**For Bar, Valet, and Entertainment Sponsors:**  
 Benefits listed above plus 2 tickets to the event | 1/2 page color ad in program

## In-Kind Sponsorships

In-kind sponsorships are a type of sponsorship arrangement where a company or individual provides goods, services, or resources instead of direct financial contributions to support an event, organization, or cause.

	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500
Logo in Spring Newsletter						
Logo on printed invitations						
Logo on email invitations						
Logo on event page and on website						
Logo in event slideshow						
Logo in event program	Full page color ad	1/2 page color ad	1/4 page color ad			
Tickets to event	6	4	2	2	X	X

## Ad Space in Program

**Full Page Ad**

**\$1,000**

**Half Page Ad**

**\$500**

**Quarter Page Ad**

**\$250**

# Event and Sponsor Details

## Event Overview

Join us on April 20th, 2024 at The Prado in Balboa Park. Bring your dancing shoes as we celebrate like we are at Rio Carnival! Samba the night away while supporting seniors and disabled veterans in San Diego County



**Date:** April 20, 2024



**Time:** 5:30 PM - 10:30 PM



**Location:** The Prado at  
1549 El Prado,  
San Diego, CA 92101  
**Balboa Park**



**Attire:** Cocktail or Rio  
Carnival Attire



Our supporters having a blast over the years!

## Our Reach

### Email Marketing



Sponsors will be featured in monthly e-blasts leading up to the event, reaching over 6,000 constituents

### Print Marketing



Sponsors will be featured in our Spring Newsletter which reaches over 20,000 constituents. They will also be featured in the invitation sent to 1,000 constituents

### Social Media



Sponsors will be featured on our social media channels which reach nearly 6,000 followers with each post

### News Media



In 2023, we secured two live media pre-event features as well as on-site coverage

### Attendees



In 2023, we had 285 attendees and expect over 300 attendees in 2024

### Website Traffic



Supporters will be featured on our website where we receive nearly 4,000 visitors monthly

### T-Shirts



Volunteers will wear shirts with the title sponsor logo on the back at the event



Thank you for choosing to support **Meals on Wheels San Diego County**. To ensure we correctly acknowledge your sponsorship, please complete the following information.

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name as you would like it to appear in event program:**

(sponsorships that include logos/business contact information will be contacted for proper artwork and wording)

- |   |                  |   |                 |
|---|------------------|---|-----------------|
| <input type="checkbox"/> <b>Philanthropic Foliões</b> | <b>\$ 25,000</b> | <input type="checkbox"/> <b>Wine Sponsor</b>        | <b>\$ 750</b>   |
| <input type="checkbox"/> <b>Benevolent Blocos</b>     | <b>\$10,000</b>  | <input type="checkbox"/> <b>Photography Sponsor</b> | <b>\$ 500</b>   |
| <input type="checkbox"/> <b>Passionate Passistas</b>  | <b>\$ 5,000</b>  | <input type="checkbox"/> <b>Full Page Ad</b>        | <b>\$ 1,000</b> |
| <input type="checkbox"/> <b>Bar Sponsor</b>           | <b>\$ 3,000</b>  | <input type="checkbox"/> <b>Half Page Ad</b>        | <b>\$ 500</b>   |
| <input type="checkbox"/> <b>Valet Sponsor</b>         | <b>\$ 2,500</b>  | <input type="checkbox"/> <b>Quarter Page Ad</b>     | <b>\$ 250</b>   |
| <input type="checkbox"/> <b>Entertainment Sponsor</b> | <b>\$ 1,500</b>  |   |                 |

I understand and agree that \_\_\_\_\_ will be providing  
Meals on Wheels \$ \_\_\_\_\_ underwriting for the annual fundraising gala to be held on April 20th, 2024.  
I understand that Meals on Wheels will provide recognition to the best of its abilities as outlined in the sponsorship listings.

\_\_\_\_\_  
**Authorized Signature** **Title** **Date**

*Please note all recognition is subject to adequate submission of sponsor's artwork and printing deadlines.*

Meals on Wheels San Diego County is a 501(C)(3) non-profit organization.  
EIN : 95-2660509

Please return the completed form to: Meals on Wheels San Diego County  
Jenna Snyder- Marketing and Events Manager  
2254 San Diego Avenue, Suite 200  
San Diego, CA 92110



**MEALS on WHEELS**  
SAN DIEGO COUNTY