



The Covering House  
Dine For Dignity Gala  
Sponsorship Packet



Recently, a 17-year-old student exceeded her own expectations during school in our long-term therapeutic home. What did she do? She wrote a 500-word essay for the first time. In the past, she was not able to write more than a paragraph. But this time, she finished the essay and gleefully stated, “This is the longest paper I ever written!” We celebrated this moment and she felt accomplished. This student went from believing she was not smart enough to believing in herself.

Unfortunately, 100% of the girls in our long-term therapeutic home come to us with “school scars.” Many of them have gaps in education or read below their grade level. The good news is the classroom tends to be the first point of engagement in the program for many of our girls. It is the perfect start to building their confidence.

For those of you who are unfamiliar with our mission, The Covering House provides refuge and restoration for sexually exploited and trafficked children and teens at the **only** the long-term therapeutic home, in Missouri, incorporating trauma-informed care specifically for victims of sex trafficking. The need is great; and, unfortunately, available services are few.

We receive the majority of our funding through individual giving and events such as the **Third Annual Dine For Dignity Gala**. The money raised at this event will be used to expand our services and triple capacity by renovating our new campus.

You can help provide refuge and restoration to children and teens by supporting the **Dine For Dignity Gala**. Without our partners, we are unable to provide the necessary services needed to help these children and teens overcome the very complex trauma they have endured while also recouping education credits and all the while regaining some of their childhood.

The black-tie optional event will be **April 6, 2019** at **The Chase Park Plaza Hotel**, located at **212 Kingshighway, St. Louis, Missouri 63108**. I have included information on the available opportunities.

I am sincerely thankful for any contribution that you are able to provide, and I am deeply grateful for your consideration and continued support.

*Deidre Lhamon*

Founder & Executive Director



## Purpose of Sponsorship

The funds generated with this fundraiser will go towards three major components.

- 1) Long-term Therapeutic Care – provide group therapy, individual counseling, experiential classes, specialized therapies, and education for each girl.
- 2) Community-based Services – provide for girls not in need of long-term therapeutic housing through mentoring, therapy, and case management.
- 3) Growth – funds to renovate our new campus opening 2019!

## About Dine For Dignity Gala

[The Covering House](#), a 501(c)3 nonprofit organization providing refuge and restoration to children and teens who have experienced sexual exploitation or trafficking, hosts its third annual gala event, Dine For Dignity. The semi-formal event takes place on April 6, 2019 at The Chase Park Plaza Hotel in St. Louis, Missouri. Last year, the gala raised almost \$138,000 with 345 attendees.

In 2019, The Covering House expects over 400 attendees and hopes to raise \$175,000 for its new campus opening summer 2019.



## Event Details

- Date:** April 6, 2019
- Location:** The Chase Park Plaza Hotel  
212 Kingshighway Blvd.  
St. Louis, MO 63108
- Time:** 6:00 p.m. – 10:00 p.m.
- Tickets:** Tickets - \$100 per person  
VIP - \$150 per person  
Table for 10 - \$1,000  
VIP Table for 10 - \$1,500
- Details:** Cocktail hour with hors d'oeuvres, seated meal, open bar, silent and live auction. VIP upgrade includes access to exclusive VIP cocktail hour, professional 5x7 photograph, and gift designed by one of the girls living at The Covering House.

## Public Relations

- Prior to Event** – The Covering House: Social media, e-blast, newsletter, press coverage, & Save the Date e-vite.
- Event Day** – The Covering House: Social media, event photography, gala photography backdrop
- Post Event** – The Covering House: Article & photos in e-Newsletter, social media pictures and sponsor mentions, press release with photos submitted to local media.



## Gala Sponsorship Opportunities

### **Platinum Sponsor - \$10,000.00**

- “Dine For Dignity Sponsored By...” signage with logo throughout the event space.
- Media mentions in local media
- Company logo printed on large event signage to be displayed at entrance to event
- Sponsorship exclusivity within your business category
- Logo on event website, confirmation email, and event updates
- Full page ad in program
- Company name mentions throughout the event
- Sponsor will receive TWO COMPLIMENTARY VIP tables at the event
- Social media visibility: 16 social media mentions with tags (over 7,676 Facebook followers), 1,278 Twitter followers, & 463 Instagram followers

### **VIP Sponsor - \$5,000.00**

- “VIP Section Sponsored By...” signage with logo throughout the VIP event space.
- Media mentions in local media
- Company logo printed on large event signage to be displayed at entrance to event
- Logo on event website and confirmation email
- Half page ad in program
- Company name mentions throughout the event
- Sponsor will receive ONE COMPLIMENTARY VIP table at the event
- Social media visibility: 12 social media mentions with tags (over 7,676 Facebook followers), 1,278 Twitter followers, & 463 Instagram followers.

### **Live Auction Sponsor - \$3,500.00**

- “Live Auction Sponsored By” signage with logo on every item description sheet
- Quarter page ad in program
- Company name mentions throughout the event
- Sponsor will receive FOUR complimentary VIP tickets to the event
- Social media visibility: 8 social media mentions with tags (over 7,676 Facebook followers), 1,278 Twitter followers, & 463 Instagram followers.



### **Silent Auction Sponsor - \$2,500.00**

- "Silent Auction Sponsored By..." signage with logo around auction area
- Company logo on every silent auction bidding sheet
- Company name mentions during the event
- Sponsor will receive TWO complimentary VIP tickets to the event
- Social media visibility: 6 social media mentions with tags (over 7,676 Facebook followers), 1,278 Twitter followers, & 463 Instagram followers.

### **Table Sponsor - \$2,000.00**

- Company name and logo printed signage at event
- Company name mention at event
- 2 VIP tickets and 8 tickets for a reserved table

### **VIP Table for 10 - \$1,500.00**

- Individual purchaser or company's name on reserved table
- 10 VIP tickets at a reserved table

### **Table for 10 - \$1,000.00**

- Individual purchaser or company's name on reserved table
- 10 tickets at a reserved table



## Gala Sponsor Information

Company Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Social Media Handles: \_\_\_\_\_

Company Address: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

\*All **monetary and in-kind donations** are tax-deductible. Portions of **sponsorships** are tax deductible.

\*The Covering House, a 501(c)(3) organization, is an approved provider of Missouri Tax Credits under the Missouri Department of Revenue, Section 135.341, RS Mo – Champion for Children. Any individual or corporation that has Missouri income tax liability and makes a contribution of \$100 is eligible to receive up to 50% refund through Champion for Children Tax Credits.

\*Tax ID # 27-1372748

To submit any desired marketing materials (i.e. logo, etc.) please send content to **Mandy Darr** via email: **mdarr@thecoveringhouse.org**.

Please make all checks out and mail to: The Covering House P.O. Box 12206, St. Louis, MO 63157

## Thank you for your support!



## Gala In-Kind Sponsor Information

Please complete this form and e-mail it to [mdarr@thecoveringhouse.org](mailto:mdarr@thecoveringhouse.org) or fax it to 314-962-3457.

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

Company Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Social Media Handles: \_\_\_\_\_

Company Address: \_\_\_\_\_

Description of Donation: \_\_\_\_\_

\_\_\_\_\_

Approximate Retail Value: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

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## Dine For Dignity Program Advertising Opportunities

### **Full Page Ad - \$500.00**

- 8.5" x 11"H
- 4-color

### **Half Page Ad - \$250.00**

- 8.5" x 5.5"
- 4-color

### **Quarter Page Ad - \$100.00**

- 4.25 x 2.75."H
- 4-color

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

\*Tax ID # 27-1372748

Submit artwork (high-resolution JPG, PDF, or EPS file) by **March 18, 2019** to **Mandy Darr** via email:  
**mdarr@thecoveringhouse.org**.

Please make all checks out and mail to: The Covering House P.O. Box 12206, St. Louis, MO 63157

## **Thank you for your support!**