

# POLO FOR CHANGE

**SATURDAY JUNE 8, 2019 • 5PM  
CHAMBERLAIN RANCH, WILTON**



Saint John's is excited to announce our Spring Polo Tournament, Polo for Change. This spectacular event will combine the excitement of a polo match with the society event of the season!

Guests will enjoy an afternoon of polo, delicious food and drink, live music, auction, raffles, equine demonstrations, a fabulous hat contest, the traditional Champagne Divot Stomp and after party!

[saintjohnsprogram.org/poloforchange](http://saintjohnsprogram.org/poloforchange)

**HELP FAMILIES IN CRISIS MOVE FROM HOMELESSNESS TO SELF-SUSTAINABILITY**

**SECURE YOUR SPONSORSHIP BEFORE WE SELL OUT!**

Contact Saint John's Program, email Sasha Wirth or Stacey Scholz at [info@saintjohnsprogram.org](mailto:info@saintjohnsprogram.org) or call at 916-453-1482



***JUNE 8, 2019***

***5-9pm***

***9-11pm After Party***

**CHAMBERLAIN  
RANCH  
9620 COSUMNES RD  
WILTON, CA**

## **EVENT PROFILE**

Polo for Change combines the excitement of sport with the sophistication of high fashion, fine dining and live music, all in support of the up-to 270 women and children we serve each day at Saint John's. Our gracious host and longtime Saint John's supporter, Steve Chamberlain of Chamberlain Ranch, will open up his property to more than **900 guests** for the third year running on June 8, 2019. Proceeds from the event, which has raised more than \$580,000 in its first two years, will directly support the families of Saint John's as they work hard on their journeys, moving from poverty and dependence to confidence and self-sustainability.

Join us for a day of fun, and be a part of this worthwhile mission: to unleash the potential of women and children in crisis by breaking the cycle of poverty and dependence, one family at a time.

The Polo for Change Planning Committee is comprised of charitable community volunteers. Saint John's Program for Real Change is a 501(c)3 Nonprofit, Tax ID: 68-0132934.

# BENEFITING CHARITY



Saint John's Program for Real Change is a transformative residential program providing women and children with a doorway to permanently exit the generational cycle of poverty, addiction and abuse. Our highly structured and education rich 12 to 18 month residential program includes mental health therapy, substance abuse counseling, parental and healthy relationships education, a high school diploma attainment program, budgeting, hands-on employment training, childcare and transportation.

Women and children in the Saint John's Program spend up to 18 months on this journey of transformation, with thousands of lives changed. Entry into Saint John's Program is limited, and each step is extremely rigorous, but those who see it through are rewarded with productive lives and a freedom they have never known before.

Change begins immediately. It is rewarded enthusiastically. Soon, the hope of becoming the primary provider for her family is in clear and achievable focus.

All services are on-site and designed to centralize support, ensuring the much needed accountability, efficiency and coordination. Saint John's cost to move one person to sustainability is \$17,000. Annually, that is \$33,000 less than taxpayers spend to support that same individual for one year in the system. The long-term, generational and financial impact of Saint John's "teaching them to fish" approach is a proven model of success, as was documented in a yearlong study conducted on behalf of the County Supervisors Association of California (CSAC) and the League of California Cities, concluding that Saint John's is a best practice for homeless families.

Saint John's is now serving nearly 1,000 women and children annually. Polo for Change is a fantastic opportunity to support this transformative program!



# MEDIA ENGAGEMENT

Saint John's has enjoyed tremendous and extensive coverage from the media, including:

## *Television*

*Fox40, Good Day Sacramento, CBS 13, Rob on the Road, Access Sacramento, KCRA3*

## *Radio*

*103.5, KFBK, Capital Public Radio*

## *Print*

*Sactown Magazine, Sacramento Business Journal, Clear Channel Billboards, Sacramento365, SJP Newsletter, ONE80 Magazine*

*With sponsorship there are opportunities to receive logo placement on promotional materials and our website.*

# ATTENDEE PROFILE

Polo for Change attracts 900 affluent, educated, professional women & men - *Luxury Brand Consumers*. Eighty percent (80%) of attendees are ages 30 to 55 ranging from CEOs to 30-something young-professionals who define the luxury brand consumer market:

- Key influencers, taste makers, and connectors in their communities
- Philanthropic, socially conscious, and community-minded
- Connoisseurs of high fashion, fine wine and gourmet fare



Contact Saint John's, email Sasha Wirth or Stacey Scholz at [info@saintjohnsprogram.org](mailto:info@saintjohnsprogram.org) or call 916-453-1482

# POLO FOR CHANGE

On June 8th, Saint John's Program for Real Change will host an unforgettable event! Set at the beautiful Chamberlain Ranch, the event includes an exhibition match, a Champagne divot stomp, fine wines, live music, a hat contest, and an unparalleled dining experience curated by the ladies at Plates Cafe and Catering.



## SPONSORSHIP OPPORTUNITIES

**DIAMOND**  
**PRESENTING**  
\$25,000

**TITLE**  
**AUTOMOTIVE**  
(exclusive) \$20,000

**TITANIUM**  
\$15,000

## TEAM SPONSOR

(two available)  
\$10,000

**PLATINUM**  
\$10,000

**SIGNATURE BAR**  
(two available)  
\$7,500

**GOLD**  
\$5,000

**SILVER**  
\$2,500

**BRONZE**  
\$1,500

**UNDERWRITING OPPORTUNITIES**  
\$1,500 - \$20,000

[SAINTJOHNSPROGRAM.ORG/  
POLOFORCHANGE](http://SAINTJOHNSPROGRAM.ORG/POLOFORCHANGE)



# UNDERWRITING OPPORTUNITIES

Leverage your company's brand with focused logo placement during Polo for Change! Underwriting opportunities offer exclusive, yet affordable options to advertise your company's community involvement. This support covers specific event expenses, so that more of the dollars raised at the event go toward advancing Saint John's vision of breaking the cycle of poverty and dependence, one family at a time.



## TEAM SPONSOR

- 2 at \$10,000
- Logo displayed on all jerseys of both teams.
- One VIP table(10) tickets to Polo for Change!
- Half-page color ad in program



## ENTERTAINMENT

- 1 at \$10,000
- Onstage band introduction by company representative
- One VIP table of 10 tickets to Polo for Change!
- Half-page color ad in program



## SIGNATURE COCKTAIL

- 2 at \$3,500
- Input on signature cocktail served at event
- Half Table (5) VIP tickets (standard seating)
- Quarter-page color ad in program



## CATERING SPONSOR

- 1 at \$20,000
- 2 VIP Tables(20) tickets to Polo for Change!
- 1 full page color ad in program
- Logo to be displayed on guest tables.



## TABLE DÉCOR

- 1 at \$5,000
- Logo included at each dinner table
- Two (2) VIP tickets (standard seating)
- Quarter-page color ad in program



## CHAMPAGNE DIVOT STOMP SPONSOR

- 1 at \$5,000
- Exclusive provider of sparkling wine during half-time Divot Stomp
- Announcer recognition during the Champagne Divot Stomp
- Half Table (5) VIP tickets (standard seating)
- Quarter-page ad in the event program



## Sponsor the Alumnae

- Tables for \$1,500
- Show your love for the ladies! Sponsorship sends a table of Ten alumnae to Polo for Change!
- One Gifted Table
- Company name/logo in event materials



## VALET PARKING

- 1 at \$2,500
- Product placement in each car
- Logo on valet station signage
- Two (2) VIP tickets



## EVENT HAND FAN

- 1 at \$5,000
- Logo on hand fans
- Four (4) VIP tickets
- Quarter-page color ad in program



## PRINT SPONSOR

- 1 at \$5,000
- Onstage band introduction by company representative
- One VIP table of 10
- Quarter-page color ad in program



PRESENTED BY  
 STEVEN & GAYLE CAMPORA  
 CATIA SARAIVA-MUÑOZ  
 & MARCUS MUÑOZ

**Polo for Change Committee**

Katherine Bardis, Steve Chamberlain, Brenda Deary, Mark Demetre, Betty Diepenbrock, Leslie Donald, Jan Geremia, Angela Gianulius, Jacob Gutierrez-Montoya, Juanell Hefner, Cheryl Holben, MaryAlice Keaton, Wendy Klokkevold, Diane McLaughlin, Sam Mellor, Jacqueline Mietus, Robin Miotke, David Nybo, Anne Sadler, Scott Sadler, Stephanie Shimada, Molly Wiese

**fulfilled**

- Diamond Presenting Sponsor \$25,000
- Title Automotive \$20,000
- Titanium Sponsor \$15,000
- Platinum Sponsor \$10,000
- Team Sponsor (per team) \$10,000
- Signature Bar (2 available) \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500
- Underwriting Sponsor \$1,500 - \$20,000

For sponsorship inquiries, and to secure a table at an event you don't want to miss, please contact: Sasha Wirth, Stacey Scholz or our Development Team at: info@saint-johnsprogram.org or 916-453-1482

**CONTACT INFORMATION**

Please fill in chosen Underwriting Sponsorship if selected

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

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

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**PAYMENT OPTIONS**

Check is enclosed (please make payable to Saint John's Program for Real Change)

Please invoice me at the address listed above

charge my card     Visa     Mastercard     American Express     Discover

I authorize \$ \_\_\_\_\_ to be charged to my credit card.

card# \_\_\_\_\_ CVV \_\_\_\_\_ expiration date \_\_\_\_\_

cardholder name \_\_\_\_\_  
please print name as it appears on the card

cardholder signature \_\_\_\_\_

*Saint John's Program for Real Change is a nonprofit, 501(c)(3) organization (Tax ID: 68-0132934).*

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& MARCUS MUÑOZ

# DIAMOND PRESENTING SPONSOR

(\$25,000)

## Advertising/Marketing Benefits

- Exclusive naming right of the Event--Sponsor's corporate name with "Presented by" appearing with event name on all promotional materials
- Presenting Sponsor recognition on scoreboard, event tents, website, on all printed posters and tickets
- Presenting Sponsor recognition on photo background for step and repeat photographs
- Exclusive speaking opportunity from the podium (3-5 minutes)
- Presenting Sponsor experience tailored to your unique brand, ie. logo on napkins, Host or Co-host the VIP Cocktail pre-reception, etc.
- Announcer recognition throughout the event
- Presenting Sponsor recognition in PSA's, Radio announcements (Estercon on Radio Stations), and through television.
- Logo placement in all event public relations and advertising initiatives, including but not limited to: media, press releases, full-page thank you ad in SocTown Magazine and event collateral including banners and signage
- Presenting Sponsor recognition in the next ONE90 magazine with over 20,000 subscribers presenting Sponsor recognition on pre- and post-event website, e-blasts, photo backdrops, and social media
- Two-page Center Spread ad with premier placement in the event program
- Framed photo in the lobby of Saint John's commemorating sponsorship long past event, plus a framed photo to display in your office or place of business

## Event Benefits

- Two tables at the event (20 tickets) with premier seating and priority registration
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot
- One table (8 tickets) at Party for Change (Black Tie Gala)
- One sponsored table (10 tickets) at a Guest Chef Dinner of your choice in 2019
- Professional photography of event provided on CD to sponsor for use in annual report or other promotional purposes







# TITLE SPONSORSHIP AUTOMOTIVE

(\$20,000)

## Advertising/Marketing Benefits

- Recognition as Title Automotive Sponsor in all event public relations and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high-visibility local publication, and event collateral including signage
- Recognition in the ONE80 magazine with over 20,000 subscribers
- Automotive Sponsor recognition on pre-and post-event website, e-blasts, and social media
- One-page ad in the event program
- On-stage verbal recognition at the event
- Opening ball throw to start match

## Event Benefits

- Two tables at the event (20 tickets) with **premier** seating
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot
- One Table (10) tickets to a Guest Chef Dinner of your choice in 2019
- Professional photography of event provided on CD to sponsor for use in annual report or other promotional purposes





# TITANIUM SPONSOR

(\$15,000)

## Advertising/Marketing Benefits

- Recognition as Titanium Sponsor in all event public relations and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high-visibility local publication, and event collateral including signage
- Recognition in the ONE80 magazine with over 20,000 subscribers
- Titanium Sponsor recognition on pre-and post-event website, e-blasts, and social media
- One-page ad in the event program
- On-stage verbal recognition at the event

## Event Benefits

- Two tables at the event (20 tickets) with **premier** seating
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot
- One Table (10) tickets to a Guest Chef Dinner of your choice in 2019
- Professional photography of event provided on CD to sponsor for use in annual report or other promotional purposes





# PLATINUM SPONSOR

(\$10,000)

## Advertising/Marketing Benefits

- Recognition as Platinum Sponsor in all event public relations and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high-visibility local publication, and event collateral including signage
- Recognition in the ONE80 magazine with over 20,000 subscribers
- Platinum Sponsor recognition on pre-and post-event website, e-blasts, and social media
- One-page ad in the event program
- On-stage verbal recognition at the event

## Event Benefits

- Two tables at the event (20 tickets) with **premier** seating
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot
- Four (4) tickets to a Guest Chef Dinner of your choice in 2019





# **SIGNATURE BAR SPONSOR**

**TWO AVAILABLE  
(\$7,500)**

## **Advertising/Marketing Benefits**

- Recognition as Signature Bar Sponsor in all event public relations and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high-visibility local publication, and event collateral including signage
- Recognition in the ONE80 magazine with over 20,000 subscribers
- Signature Bar Sponsor recognition on pre-and post-event website, e-blasts, and social media
- Half-page ad in the event program
- On-stage verbal recognition at the event

## **Event Benefits**

- One table at the event (10 tickets) with **premier** seating
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot
- Four (4) tickets to a Guest Chef Dinner of your choice in 2019



## **GOLD SPONSOR (\$5,000)**

### **Advertising/Marketing Benefits**

- Logo placement in all event public relation and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high-visibility local publication, and event collateral including signage (position and size relevant to sponsorship)
- Gold Sponsor recognition in the ONE80 magazine with over 20,000 subscribers
- Gold Sponsor recognition on event website, e-blasts, and social media
- Quarter-page ad in event program
- On-stage verbal recognition at the event

### **Event Benefits**

- One table at the event (10 tickets) with **premier** seating
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot

## **SILVER SPONSOR (\$2,500)**

### **Advertising/Marketing Benefits**

- Logo placement in all event public relation and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high-visibility local publication, and event collateral including signage (position and size relevant to sponsorship)
- Silver Sponsor recognition in the ONE80 magazine with over 20,000 subscribers
- Recognition on event website, e-blasts, and social media

### **Event Benefits**

- One table at the event (10 tickets)
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot

## **BRONZE SPONSOR (\$1,500)**

### **Advertising/Marketing Benefits**

- Logo placement in all event public relation and advertising initiatives, including but not limited to: media, press releases, thank you ad in a high visibility local publication, and event collateral including signage.
- Bronze Sponsor recognition in the ONE80 magazine with over 20,000 subscribers
- Bronze Sponsor recognition on event website, e-blasts, and social media

### **Event Benefits**

- 1/2 table at the event (5 VIP tickets)
- Plated dinner with table placed bottle of wine
- Valet parking and golf-cart shuttle service to the parking lot

