



# UNDER THE TOQUE

MONDAY • OCTOBER 7, 2024 • 5 PM  
MARRIOTT LONG BEACH DOWNTOWN

**MHALA**  
MOVING MENTAL HEALTH FORWARD  
**100 YEARS**



2024 SPONSORSHIP, UNDERWRITING, AND TICKET DETAILS

## EVENT DETAILS

Founded in 1924, this year marks the centennial anniversary of Mental Health America of Los Angeles (MHALA). It is with great joy and excitement that we invite you to join us in celebrating 100 years of restoring hope and transforming lives. Our Under the Toque gala is a one-of-a-kind culinary experience that showcases and celebrates the delicious flavors and diverse cultures of Los Angeles. The event's proceeds will support MHALA's mission to ensure that people with mental health needs can lead meaningful, healthy lives in their communities.

Whether you are interested in sponsoring the event, purchasing a table, or exploring underwriting opportunities, there are many ways to get involved and make a lasting contribution toward moving mental health forward.





## UNDERWRITING

Underwriting donations are vital to the success of our 2024 Under the Toque gala. Your contribution offsets costs associated with the event, allowing a greater share of proceeds to directly support our programs. We will recognize your generosity on the event website and list your name and/or company in promotional materials. You may also choose to remain anonymous. Underwriting is 100% tax deductible.

Please take a moment to review the underwriting opportunities listed below:

**Audio/Visual: \$5,000**  
(One Opportunity)

**Parking: \$2,500**  
(One Opportunity)

**Event Photography: \$1,500**  
(One Opportunity)

**Emcee/Auctioneer: \$4,000**  
(One Opportunity)

**Wine (Dinner): \$2,000**  
(One Opportunity)

**Sponsor Ticket for Employee  
or Member: \$325**  
(25 opportunities)

## PRINTED PROGRAM ADVERTISEMENT

Place your ad in our printed program for your business or in tribute to family, friends, colleagues, or MHALA employees or for your business.

**Full-Page Ad: \$1,000**


**Half-Page Ad: \$500**

**Quarter-Page Ad: \$250**

**Business Card Ad: \$100**

## SPONSORSHIPS

By sponsoring our gala, you have the opportunity to significantly improve the mental health and well-being of your community. We invite you to explore the following sponsorship levels and select the one that resonates with you the most. Your generous support will play a pivotal role in providing access to the tools and resources people need to flourish and thrive.

Sponsorship Levels	Centennial Sponsor: \$20,000	Platinum Sponsor: \$10,000	Gold Sponsor: \$5,000	Silver Sponsor: \$3,500	Bronze Sponsor: \$1,500
Event Cocktail Reception	Host and welcome remarks (optional)				
Display of company information at check-in and opportunity to distribute giveaways (Items provided by the company)					
Los Angeles Business Journal Ad	Recognition ad announcing "Centennial Sponsor"				
Event Invitation <small>Deadline to submit logo or name July 1st</small>	Logo recognition as "Centennial Sponsor"	Logo or name			
Name or logo featured on event promotional materials, website, email campaigns, social media, and press releases	Logo or name recognition as event "Centennial Sponsor"	Logo or name	Logo or name	Logo or name	Name
Printed Program	Full-page ad (inside front cover)	Full-page ad (inside back cover)	Full-page ad	Half-page ad	Quarter-page ad
Tables/Seats	(2) VIP tables of 10 guests	(1) Premier table of 10 guests	Reserved seating for 10	Reserved seating for six	Reserved seating for two
Event Day Recognition: Check-in, cocktail hour, program slides, table, verbal program	Logo or name recognition as event "Centennial Sponsor"	Logo or name	Logo or name	Logo or name ONLY at check-in and program slides	Name ONLY on program slides
Fair Market Value	\$2,500	\$1,250	\$1,250	\$750	\$250



## 2024 SPONSORSHIP AGREEMENT

**I/We wish to support Under the Toque as indicated below:**

### Sponsorship (please specify level)

Centennial - \$20,000    Platinum - \$10,000    Gold - \$5,000    Silver - \$3,500    Bronze - \$1,500

Please decline all benefits for a 100% tax-deductible donation

*The deadline for sponsorship art to be included in printed or digital materials is August 15, 2024.*

### Underwriting

Audio/Visual - \$5,000    Emcee/Auctioneer - \$4,000    Parking - \$2,500    Wine (Dinner) - \$2,000

Event Photography - \$1,500    MHALA Employee or Member Ticket - \$325

*Underwriting is fully tax deductible.*

### Printed Program Advertising

I would like to purchase advertising space for my business or in tribute to a family member or an honoree.

Full Page - \$1,000    Half Page - \$500    Quarter Page - \$250    Business Card - \$100

*The deadline for artwork to be included in digital materials is August 15, 2024.*

### Ticket and Table Purchase

#\_\_\_\_\_ individual event ticket(s) – \$325 per person (seating is not reserved)

### Support in Spirit

Although I cannot attend, I support the work of MHALA and would like to make a donation of \$\_\_\_\_\_

Business or Donor Name (as it should appear in print)

Business Contact Name (if applicable)

Address

City

State

Zip

Phone

Email

Card Number

CVC Code

Expiration Date

Signature

Date

#### Make Checks Payable to:

Mental Health America of  
Los Angeles

*Please return this form with  
payment to:*

MHALA

Attn: Development Dept.  
3633 East Broadway  
Long Beach, CA 90803

*Email form to:*

development@mhala.org

*Or sign up online:*

onecau.se/utt