



# Quinceañera

The Marcia Contreras Legacy Celebration

SPONSORSHIP OPPORTUNITIES



# 15 AÑOS. 15 YEARS.

When I started working at Mission Housing in 2009, I could never imagine how rewarding, challenging and empowering the experience would be.

I'm a firm believer that time flies when you're doing impactful work you're passionate about and so here I am, 15 years later, with the chance during "Quinceañera" to reflect on how far Mission Housing has come as an organization and how grateful I am to serve as a keeper of our legacy and elevate it to lead heights.

There are far too many accomplishments to name — from restoring Mission



*Quinceañera*  
The Marcia Contreras Legacy Celebration



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Housing's connection to the community at large, to growing and strengthening our organization from within, to seeing new buildings sprout from the soil and thousands of families finding relief in the form of affordable housing.

And there are far too many things to be proud of — like the Resident Services department that I've overseen since 2012 which allows us to better communicate and engage with our tenants, understand their challenges and respond with respect and empathy.

But "Quinceañera" isn't just about reflecting on the past but also taking a moment to get excited about the future — one that empowers new leaders and instills the next generation with the values necessary for Mission Housing to flourish over the next 15 years and beyond.

From the bottom of my heart, I thank you for your support of this event.

*- Marcia Contreras*



# ABOUT QUINCEAÑERA

Mission Housing may not exist today if it weren't for Marcia Contreras.

The San Francisco native with raices in her beloved Nicaragua arrived at Mission Housing's doorstep 15 years ago and began her tenure amidst organizational turmoil.

But to the surprise of no one who knows Marcia, failure isn't in her vocabulary. With steady and nurturing hands, Marcia has the once teetering organization standing firm, proud, and on the precipice of uncharted greatness.

On July 18, 2024, Mission Housing is proud to host "Quinceañera: The Marcia Contreras Legacy Celebration". The celebration will be an opportunity to reflect on Marcia's legacy at Mission Housing — one whose impact stretches across all of San Francisco and throughout the affordable housing industry.

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# IN SUPPORT OF RESIDENT SERVICES

“Quinceañera: The Marcia Contreras Legacy Celebration” will raise vital gap funding for Mission Housing’s Resident Services programs. Marcia spent 8 years as the Director of Resident Services before becoming the Deputy Executive Director. It is a department she built from the ground up. Every one of the 3,300-plus people who call Mission Housing “home” is eligible to receive stabilizing support of the portfolio of resident services.



# PRESENTING SPONSOR

The "Presenting Sponsorship" is limited to 1 company or organization.

- Table for 8 with company or organization logo
- Exclusive company mention in event branding
- Exclusive logo presence front stage
- Logo on step-and-repeat (red carpet entrance)
- Logo presence (360 photobooth)
- Digital banner on event webpage with hyperlink
- Logo and tag on social media (Posts)
- Full page ad in program
- Speaking opportunity at event
- Logo on T-shirt front
- Logo on t-shirt back

Investment: \$50,000





# CHAMBELAN SPONSOR

- Table for 8 with company or organization logo
- Banner at event with company or organization logo
- Logo with hyperlink on event webpage
- Logo and tag on social media (Stories)
- Full page ad in program
- Speaking opportunity at event
- Logo presence (360 photobooth)
- Logo on t-shirt back

# PADRINO/ MADRINA SPONSOR

- Table for 8 with company or organization logo
- Banner at event with company or organization logo
- Logo with hyperlink on event webpage
- Logo and tag on social media (Stories)
- Full page ad in program
- Logo on t-shirt back

Investment: \$10,000





# MESA SPONSOR

- Table for 8 with company or organization logo
- Logo with hyperlink on event webpage
- Half page ad in program

Investment: \$2,000



On July 18, 2024, Mission Housing is proud to host “Quinceañera: The Marcia Contreras Legacy Celebration” at the historic Verdi Club in San Francisco. The celebration will be an opportunity to reflect on Marcia’s legacy at Mission Housing — one whose impact stretches across all of San Francisco and throughout the affordable housing industry. More importantly, it’s a legacy that has touched and transformed the lives of thousands of low-income families.

**Mission Housing invites you to join the celebration by sponsoring “Quinceañera” at one the following levels. Proceeds from this event provide vital funding to the Resident Services programs at Mission Housing.**

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- Logo presence (360 photobooth)
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- Full page ad in program
- Speaking opportunity at event
- Logo on T-shirt front
- Logo on t-shirt back

Investment: \$50,000

### CHAMBELAN SPONSOR

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- Logo and tag on social media (Stories)
- Full page ad in program
- Speaking opportunity at event
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- Logo on t-shirt back

Investment: \$20,000

### PADRINO/MADRINA SPONSOR

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- Logo with hyperlink on event webpage
- Logo and tag on social media (Stories)
- Full page ad in program
- Logo on t-shirt back

Investment: \$10,000

### MESA SPONSOR

- Table for 8 with company or organization logo
- Logo with hyperlink on event webpage
- Half page ad in program

Investment: \$2,000

To fill out this form online, visit [MissionHousing.org/quince](https://MissionHousing.org/quince)

Yes, I'd like to sponsor “Quinceañera” at the \_\_\_\_\_ level.

Please fill out the credit card form and email it to [LROSALES@missionhousing.org](mailto:LROSALES@missionhousing.org) or mail a check with this form to:

Mission Housing Dev. Corp.  
474 Valencia St. Suite 280  
San Francisco, CA. 94103

Name on credit card

Billing address

Credit card number

Card type (Visa, MC, etc.)

Expiration Date

Security Code

Company or Organization

Sponsorship level



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Thank you for your interest and support. Please contact Leslie Rosales to make a sponsorship pledge or if you have any questions.

LRosales@MissionHousing.org  
(415) 864-6432