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May 19, 2025

Greetings Community Members and Business Associates –

Save the date for the Chamber's most popular Fall event – the **Legacy of Leadership Gala!** The event is set to take place on Friday, October 10th, from 5:30 – 7:30 PM at the Taylor Building/Portobellos Courtyard in Salinas, CA.

The Legacy of Leadership Gala brings together prominent leaders and local businesses to recognize and honor those who have demonstrated excellence, community impact, and made significant contributions to the Salinas Valley. We are excited to award this year's honorees:

- **Legacy Award: Secretary Leon E. Panetta**
- **Public Servant of the Year: Sergeant Gerardo Magana**
- **Non-Profit of the Year: Meals on Wheels of the Salinas Valley**
- **Young Professional of the Year: Jonathan De Anda**

This strolling gala affords guests the choice to mingle freely with their peers in a relaxed, elegant atmosphere while enjoying food and beverages.

What follows is an overview of sponsorship entitlements available to your business via this well-attended, high-profile event. We welcome the opportunity for further discussion at which time we can create a mutually beneficial sponsorship package that meets your marketing goals.

To discuss sponsorship opportunities, please feel free to contact the Chamber Office at 831-751-7725 or email [Membership@salinaschamber.com](mailto:Membership@salinaschamber.com).

Thank you for considering this opportunity. We look forward to working together to create a memorable event that celebrates the achievements of our community's leaders, fosters networking, and community spirit.

Sincerely,

Colleen Bailey  
President & CEO  
Salinas Valley Chamber of Commerce

Amy Gibson  
Vice Chair, Events  
Wescom Financial

## 2025 Legacy of Leadership Gala Sponsorship Opportunities

Sponsorship Level Investment	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
	Presenting level	Diamond Level	Platinum Level	Gold Level	Silver level	Bronze level
*Number of guests included	10	8	8	6	2	1
One minute video or rep to speak at event	x					
Banner/logo on stage	x					
Inclusion in any tv and radio commercials	x	x				
Social media recognition	x	x				
Acknowledged on Chamber website	x	x	x			
Option to share marketing swag at event	x	x	x	x		
Company LOGO on Welcome Board	x	x	x	x	x	
Announced recognition at event	x	x	x	x	x	x
Recognition in printed materials and ads	x	x	x	x	x	x
Company NAME on Welcome Board						x
Size of ad included in event program	Full-page	Full-page	Full-page	Half-page	Half-page	--

*Ad in Program (without sponsorship):*

*\$500 full-page ad*

*\$300 half-page ad*

*(Dimensions: Full Page 5.5" wide x 8.5" high / Half-Page 5.5" wide x 4.25" high)*

### **SPONSORSHIP BENEFITS**

To receive all of the sponsorship benefits listed above, please communicate your sponsorship preference to the Chamber by **9/10/2025**. We must have your logo to be included in event marketing. We will happily accept your sponsorship after this date, but we might not be able to include your company in all of the marketing outreach. The deadline to submit an Ad for the event program is **9/12/2025** (Email ad to [Jasmine@salinaschamber.com](mailto:Jasmine@salinaschamber.com)).

\*Sponsor your favorite recipient. The Awards Sponsorship provides a company with the opportunity to sponsor one of the evening's specific awards that includes verbal acknowledgement by the emcee of your company name as the award's sponsor and recognition in the print program and on screen in association with the award. \*

### **TICKETS ONLY**

Individual Event Tickets may be purchased (\$80/member price, \$95/non-member price) by 5:00 pm on 10/3/2025 or until tickets sell out. To purchase tickets or for more information, visit [SalinasChamber.com](http://SalinasChamber.com).

Contact name: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Upon receiving your sponsorship selections, the Chamber will email you an invoice. Please contact the Chamber Office at [Membership@SalinasChamber.com](mailto:Membership@SalinasChamber.com) or call (831) 751-7725 if you have any questions. Thank you for your partnership!